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Beyonce and Family Unveil New Act

Fans and media converged on Ultra Supper Club to catch a glimpse of the pop diva and see her new clothing line, Dereon.

Star Security commandeered a brief stretch of Queen Street West outside the **Ultra Supper Club** so sisters Beyonce and Solange Knowles and their mother Tina could walk the red carpet prior to the launch of their new junior apparel collection, Dereon. Montreal-based Multiprint, distributor of the Dereon line in Canada, hired **Diana Robinson & Associates** to coordinate the event, which was scheduled to capitalize on Beyonce's presence in Toronto for her concert later that evening at the **Air Canada Centre**. Star Security's team of 25 guards was backed by a sergeant and three constables from Toronto Police Service. "I was quite concerned about crowd control," said Diana Robinson, president of Diana Robinson & Associates. "We were on Queen Street, a busy street, and I wanted to make sure that everyone would be safe."

Robinson praised the designers, florists, caterers, and audiovisual technicians who worked on the launch for executing a successful celebrity event under a tight timeline. "We had about two-and-a-half weeks to pull it off," Robinson said. Multiprint selected Ultra Supper Club for its versatile decor and proximity to the Air Canada Centre. The crowd of 600-plus star gazers filled the club to capacity—though there was still elbow room in the roped-off V.I.P. lounge, where local television luminaries like Dina Pugliese of *Star! Daily*, Jeanne Beker of *Fashion Television*, and Cheryl Hickey and Rick Campanelli of *ET Canada* mingled and sipped champagne.

The Dereon logo, a fleur-de-lis-inspired nod to the Knowles family's maternal French-Creole heritage, was used sparingly, appearing on press kits, gift bags, and the backdrop for the photo op. Decor included cobalt-blue lighting and black acrylic Louis Ghost candelabras from **Contemporary Furniture Rentals**. Frank Rae of **Forget Me Not Flowers** contributed clear Plexiglas boxes as vases for Casablanca-lily blooms that were sent to guests containing the invitations. The clean fresh look of the arrangements was intended to suggest similar characteristics in the clothing line. The invitations were printed on heavy cobalt-blue cardboard stock and embossed with new copper penny script, the colour of the Dereon logo.

Monarch Event Group produced the runway fashion show, with DJ Sivuplay supplying the tunes—including a few requisite Beyonce remixes. —Killeen Kelly



Monarch Event Group supplied models for the launch of pop diva Beyonce's new Dereon fashion line at Ultra Supper Club.



A massive arrangement of lilies in a tall black vase stood atop a black cocktail table from Contemporary Furniture Rentals.



Beyonce Knowles, left, with her sister Solange and mother Tina, right, posed wearing Dereon fashions on the red carpet outside the