



The Urban Shopper

FOR IMMEDIATE RELEASE

Beyoncé's Boots in Exclusive Review



Biker Girl Beyoncé Kickin' It in Deréon Boots

November 21, 2010 (Woodcliff Lake, NJ)
Beyoncé Knowles' fashion design line, House of Deréon, will be featured in the upcoming issue of **The Urban Shopper** (<http://the-Urban-Shopper.com>), the Shopping Lifestyles and Values web magazine targeted to Black and Latino females.

Deréon boots will be showcased in The Urban Shopper *Cover Story*, a pictorial review of products and prices currently available for sale nationally.

The Cover Story is usually a survey of competitive products. Past reviews have included women's spring dresses, barbecue grills, swimwear, and kid's back-to-school gear. In October, luxury bedrooms from high-end manufacturers Thomasville and Ethan Allan among others were reviewed. November's issue however is exclusively devoted to boot designs from Beyoncé's [Deréon](#) brand.

According to [The Urban Shopper](#) publisher, Marla Currie, "We're very excited to showcase this fantastic fashion line with our audience at the start of the holiday shopping season. Keeping our audience aware when value meets style meets price is what we do. Deréon boots do that very well."

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The Urban Shopper publishes its seventh issue of consumerist content in November focused on shopping smart, finding value, and greater awareness of the consumer marketplace and best practices.

Grammy-winning singer Beyoncé Knowles is recognized as a fashion icon and trendsetter. She was recently voted #4 on a list of the 10 Best Dressed Women in Manhattan. The House of Deréon is a collaborative effort of Beyoncé and her designer mom, Tina Knowles, and includes clothing, footwear, and accessories. Deréon is the junior lifestyle collection from House of Deréon and bikergirl. Beyoncé is featured in its fall advertising.

Notes Currie, “When we elected to feature women’s boots, we decided to focus exclusively on House of Deréon. The holiday party scene is just kicking off and boots are a big part of an updated look. Dereon’s boots are trendy hot and priced to take advantage of that. Great buy. Fabulous urban look and style.”

Deréon’s fall 2010 boot collection reflects Beyoncé’s cutting edge sense of style and provocative individual feminism with tall, unique heels and platform soles evident in today’s hot boot looks. Adds Currie, “I can see our readers rockin’ these boots like a uniform. Even a mature or conservative shopper can wear these hotter boots on a special night and take an otherwise ok outfit up another level.”

ABOUT THE URBAN SHOPPER

The Urban Shopper (<http://the-Urban-Shopper.com>) web magazine covers the complete shopping spectrum for its online audience including *Food & Household, Leisure Living, Technology and Learning, Green Living, Personal Finance, and Wellness & Beauty*. The Urban Shopper is serious information, entertainingly presented. It is a one-stop destination for shopper information, resources, and buying tools relevant to the urban shopping experience.

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