

BRIANA



DIONE



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Briana Dione is a proud mom who carved her own way into the fashion world. She is a North Carolina based fashion designer who has always loved the idea of designing, creating different looks, and visually constructing and deconstructing designs; but, didn't start designing her own garments until 2013. Surprisingly her educational background doesn't consist of fashion, she holds a Bachelors of Science from East Carolina University. She has also completed coursework towards her Masters in Integrated Marketing Communications.

COMPANY

Briana Dione is a lifestyle brand that captures the true sense of modern day women. Today women wear many hats and manage it all with the essence of strength and grace. The debut line was created to capture the strength and femininity of a woman intertwined with the element of comfort. The main focus is to capture the modern woman who desires to look effortlessly classic. The Briana Dione customer is confident, inspiring, and modern. She is classy and elegant but also a little unpredictable. These women are global and represent a diverse range of demographics including age and ethnicity. Pieces within the collection were created to easily transition from day to evening and comfortably cross over a variety of ages within the 25-54 market.

Briana Dione also creates a boutique experience by carefully sourcing and constructing pieces from a collective for the ultimate shopping pleasure. Each piece is curated especially for the Briana Dione customer. Staying true to the brand identity, each curated piece speaks to the BD woman- confident, modern, inspiring and unpredictable.

COMPANY HISTORY

After becoming more attuned to her creative side, Briana Dione began exploring her options as it related to fashion design. Attending Mercedes-Benz Fashion Week in 2012 was an inspirational experience that reinforced her desire to enter into the world of fashion. Shortly after attending New York Fashion Week, the decision was made to create the Briana Dione Women's Line. In February 2014, what would become a career defining year, The Multifaceted Woman Collection by Briana Dione premiered at New York Fashion Week and was asked to return to showcase in September. The debut line focused on silhouettes, and contrasts of bold and feminine elements. She returned to the grand stage of New York Fashion Week September 2014, premiering her Spring/Summer collection, "Floral Gardens". This line focused on defining her signature style with floral accents.

MAJOR HIGHLIGHTS

- New York Fashion Week- February 2014, debuting The Multi-Faceted Woman Collection
- New York Fashion Week- September 2014, Floral Gardens Collection
- Charlotte Style Week- September 2014
- Belk Southern Designer Showcase Finalist- April 2015
- Other major events include One-on one meetings with key industry design leaders such as Tommy Hilfiger and Pamela Baxter, President/CEO Perfumes and cosmetics Americas at LVMH and President Christian Dior Couture.

**For more information about
Briana Dione please visit or email**



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