



## PRESS & MEDIA KIT

ART WEARS A HIGHER PURPOSE



## THE HOUSE

# A house built from line, memory & intention.

Maison Delone is an emerging Los Angeles-based luxury fashion house founded by Chercely E. Damis. Rooted in more than a decade of original fashion illustration, the House explores sculptural silhouettes, expressive color, and the relationship between art and personal identity.

Its debut is taking shape through three garment prototypes, with a future focus on considered production and distinctive occasionwear.



FOUNDER & CREATIVE DIRECTOR

# Chercely E. Damis

A creative vision, years in the making.

After more than a decade developing fashion illustrations privately while building a career in marketing and creative operations, Chercely founded Maison Delone to give her designs a life beyond the page.

The House takes its name from her mother's maiden name—a tribute to her journey from Haiti to America, her resilience, and the ambitions she carried. Today, Chercely is translating her artistic archive into Maison Delone's first three garment prototypes.



## LINES OF BECOMING

# Where illustration becomes possibility.

Lines of Becoming is Maison Delone's six-volume creative archive: a progression of original fashion illustrations exploring color, emotion, silhouette, and the evolution of a personal design language.

## I — III / COLOR AS EXPRESSION

**The Poetics of Pink • Blue in Inquiry • Tangerine Poise**

The opening studies consider color as a narrative device—moving from softness and romantic expression toward inquiry, confidence, and bold sculptural energy.

## IV — VI / THE LANGUAGE EVOLVES

**Hints of Green • Black, Softly Spoken • The Quiet Confidence of a Millennial**

Later volumes extend the exploration through restraint, contrast, and self-possession. Together, the six studies document an evolving point of view rather than a conventional seasonal release.

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THREE PROTOTYPES IN DEVELOPMENT

From concept to form



01 THE STRUCTURAL STATEMENT



02 THE ELEVATED ALLURE



03 THE MODERN CONTRAST

MEDIA & PRESS

# The story is still becoming.

## BRAND FACTS

Maison Delone · Los Angeles, California

Founder & Creative Director · Chercely E. Damis

Category · Emerging luxury fashion / occasionwear

Stage · Pre-revenue; three prototypes in development

House philosophy · Art Wears a Higher Purpose

MEDIA INQUIRIES / [WWW.MAISONDELONE.COM](http://WWW.MAISONDELONE.COM)

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