

14 February 2007

By: Elena Gorgan, Entertainment News Editor



Beyonce Does 'Sports Illustrated'

Guess which celebrity found another way to promote her clothing line?

Word barely got out that Beyonce Knowles will be the next cover girl for 'Sports Illustrated', for the '2007 Swimsuit Issue' and the Internet is already ablaze with comments that certainly do not compliment her in any way. But the most bitter in their remarks are the celebrity bloggers, who simply can't seem to grasp the idea that, for once, there will be no hot-ass model on the cover, but a popular singer. Without saying who is right and who is wrong in this, it's enough to say that people do tend sometimes to jump to conclusions. Yet, at the same time, they also have a pretty strong point. Beyonce announced that she would be posing in her swimsuit for the popular magazine a couple of days ago but the outrage did not begin until the cover of the mag was leaked on the Internet. The heading under it teasingly says 'The Dreamgirl as you've never seen her' and, aside from the cover, the 'Swimsuit Issue' also includes a centerfold with Beyonce. You can't look at this photo and honestly say that she is not hot enough to be worthy of doing 'Sports Illustrated'. If you do that, you risk being labeled a hypocrite on the spot. True, Beyonce does not and will never fit the Hollywood standards (given her more shapely curves) but that doesn't mean that she's not hot. No one would say that about Vida Guerra and we all know the ass that woman has! Then, as I have already mentioned, the bloggers do have a point when they say that Beyonce is doing this for the free publicity. The bikini she has on in this photo is from the swimsuit line from the House of Dereon, therefore it is her own mark, therefore she is promoting the hell out of it. To that, we might also add that she had the logo of the House inserted on the more recent poster for the 'Got Milk' campaign and we have the perfect example of a woman who does everything to promote herself. Or... we have a brilliant mind who knows the true value of marketing. Anyway, the main cause for which people got so upset over this photo shoot is that they wanted their fav models on the cover and not Beyonce. They can see her every single day, but not the same can be said about I don't know what exotic, big-breasted, skimpily clad beauty. Guys, chill! There still are lots of models inside and plus, Beyonce looks pretty hot!