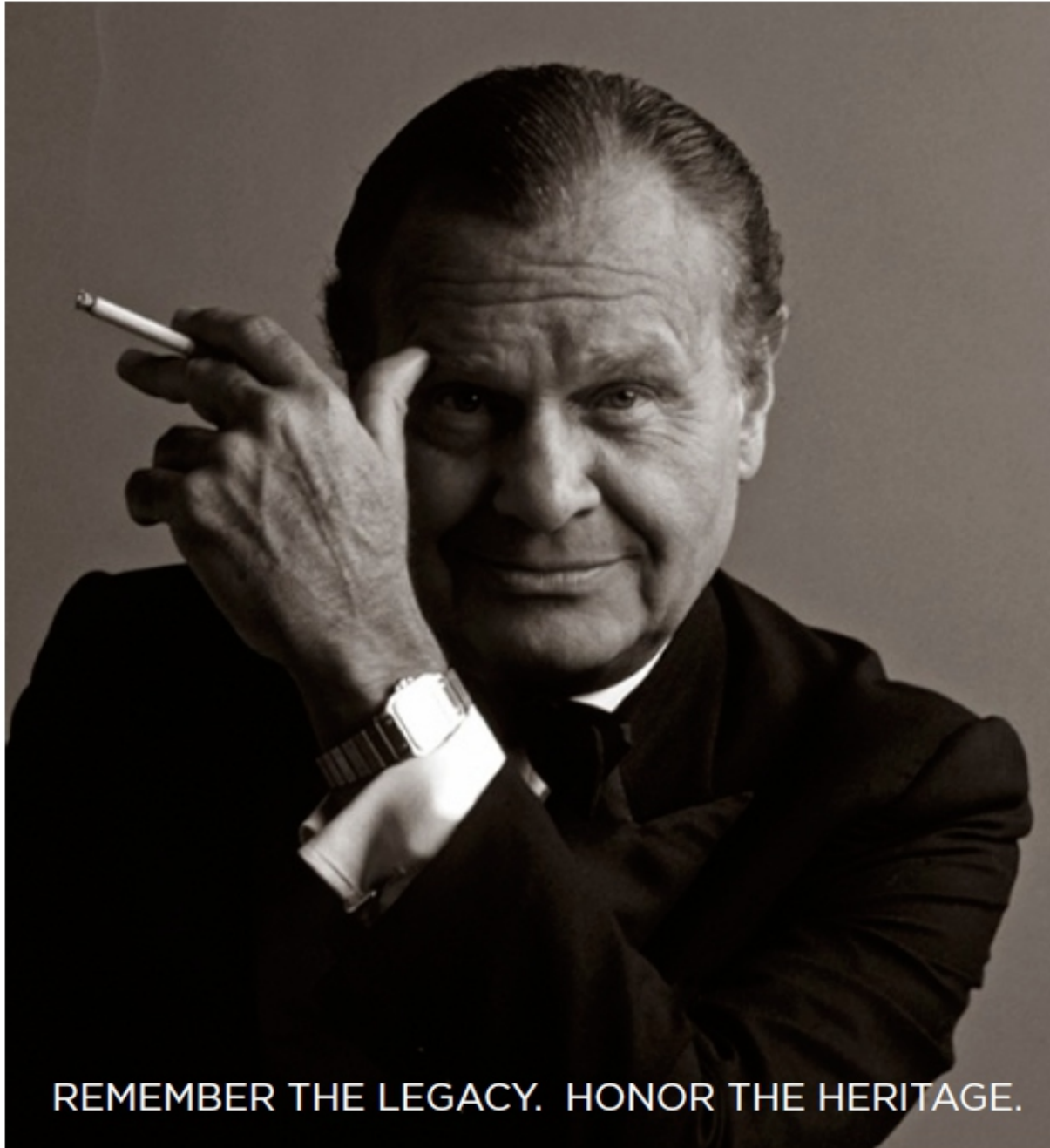


bill blass



REMEMBER THE LEGACY. HONOR THE HERITAGE.

YOUR FAVORITE DESIGNERS' FAVORITE DESIGNER

“Bill: What can I say, except you’re the greatest!”

— Ralph Lauren

“Bill Blass did for fashion in America what Yves Saint Laurent did for fashion in France. Bill Blass gave American women their uniform—modern, clean, chic clothes that are timeless”

— Tom Ford

“He is famously funny and devilish, but there is much that is serious about him. His designs are sexy and trim; they have wonderful lines and are never vulgar. He is very clever at making ritzy-looking clothes out of simple fabrics, and simple-looking clothes out of rich ones. His collections are consistently both quintessentially Blass and very of the moment. I can’t remember him ever having a bad one.”

— Anna Wintour

“First of all, his perfume was my mother’s favorite. The only one she wore for years. But aside from that, Mr. Blass is the only true American designer. He knows exactly what an American woman wants. He is an old school gentleman, and they are rare today. He is charming and has great American spirit.”

— Manolo Blahnik

“There’s great dignity about Bill’s clothes.”

— Diana Vreeland

YOUR FAVORITE DESIGNERS' FAVORITE DESIGNER

“No two designers had more similar clientele; making our business very competitive, but it never got in the middle of our friendship. Blass is something I am deeply devoted to.”

— Oscar de la Renta

“I remember the first dress I had from Bill Blass—it was a white taffeta skirt with a black lace top—which I wore to a big party. It was so great that the next day I was on the cover of Women’s Wear Daily.”

— Carolina Herrera

“Bill has a nickname for everyone. It is like being in Bill’s club. A club of brilliant and beautiful people. Bill moved through that world effortlessly with his unique talent, taste, and sense of fun.”

— Mary McFadden

“Bill has an eye for beautiful art and fabrics along with great style and taste. He has a creative sense of extravagant simplicity. What grace! A class act!”

— Helen Frankenthaler

“Bill indeed earned the title that Fairchild bestowed upon him—the King of Seventh Avenue. Long reign the King!”

— Geoffrey Beene

BILL BLASS BIOGRAPHY

About Bill Blass

Award winning designer Bill Blass established his eponymous Bill Blass fashion house in 1970 – creating one of the most internationally recognized American designer brands of all time. For both men and women, Bill Blass was a style innovator whose work left an indelible mark on the fashion world. For nearly 50 years, the Bill Blass brand has been known for personifying American chic, flawless tailoring, and a sporty yet luxurious style.

Bill Blass is a true American couture designer, crafting styles for Hollywood celebrities and earning numerous awards and accolades including seven Coty Awards and the coveted FIT Lifetime Achievement Award. Building upon his success in women's couture, Bill Blass was the first designer to create a designer menswear collection.

For more than half of century, the Bill Blass name has been synonymous with luxury and American fashion.



TRAILBLAZER | DESIGNER | BUSINESSMAN

WILLIAM RALPH BLASS - A LIFETIME OF ACHIEVEMENT

- June 22, 1922: Born, Fort Wayne, Indiana, son of Ralph Aldrich Blass and Ethyl Keyser Blass
- 1940: Graduated from Fort Wayne High School
- 1941: Attended McDowell School of Costume Design and Fashion Illustrations, New York, and Parson's School of Design, New York
- 1941: Sketch artist, David Crystal, New York
- 1941: Design for Living contest winner
- 1941-44: U.S. Army, 603rd Combat Engineers, camouflage battalion
- 1947: Chicago Tribune American Fashion Competition Award
- 1948: Chicago Tribune American Fashion Competition Award
- 1949: Dan River Cotton Award
- 1950-51: Assistant designer, David Crystal, New York
- 1951-59: Assistant designer, Anna Miller, New York
- 1959: Merger of Anna Miller and Maurice Rentner
- 1959-70: Second designer and designer, Maurice Renter, New York
- 1960-65: Visiting columnist for Philadelphia Inquirer, Washington Star and Palm Beach newspapers
- 1961: American Fashion Critics' Coty Award
- 1963: American Fashion Critics' Coty Award
- 1963-70: Vice president, Maurice Rentner, New York
- 1964: Membership, Council of Fashion Designers of America (CFDA)
- 1965: Cartier Santos Award
- 1965: Gold Coast Fashion Award
- 1966: National Cotton Council Award
- 1967: Blass men's wear introduced
- 1968: The first American Fashion Critics' Men's Coty Award
- 1969: Neiman-Marcus Award
- 1969: Millie Award for Outstanding Contribution to Fashion, Academe Modern School for Fashion Careers
- 1970-99: President, Bill Blass, Ltd., New York
- 1970: American Fashion Critics' Coty Award
- 1970: American Fashion Critics' Coty Hall of Fame Award
- 1971: American Fashion Critics' Coty Citation to Hall of Fame Member
- 1971: Print Council Award
- 1972: Blassport sportswear introduced
- 1973: Grand Divertissement à Versailles – one of five American designers in France
- 1974: Great American Designers Award
- 1974: Martha Award for outstanding achievement in the world of fashion
- 1975: American Fashion Award
- 1975: American fashion editor's High Fashion Award
- 1976: Audemars Piguet Fashion Award
- 1977: American Printed Fabrics Council, Inc., Tommy Award
- 1977: Honorary doctorate: Rhode Island School of Design
- 1978: Ayres' Look Award
- 1978: Signature perfume introduced
- 1979-81: President, Council of Fashion Designers of America (CFDA)
- 1979: Cutty Sark Hall of Fame Award
- 1981: Gentlemen's Quarterly Annual Style Award for ManStyle
- 1981: Cutty Sark Men's Fashion Award for Continuing Design Leadership
- 1981: Fellow, Rhode Island School of Design
- 1982: American Fashion Critics' Men's Coty Award Citation
- 1982: Clio Award for advertising excellence
- 1983: American Fashion Critic's Men's Coty Award Citation
- 1984: Honorary Degree of Doctor of Humane Letters, Indiana University
- 1984: New Yorker for New York Award, Citizens' Committee for New York City
- 1986: Trustee, New York Public Library
- 1986: Distinguished Service Award, International Society of Interior Designers
- 1987: American Lifetime Achievement Award, CFDA
- 1987: President's Committee on the Arts and Humanities
- 1988: Director of American Friends of ACT (AIDS Crisis Trust)
- 1989: Athena Award for Excellence in Newspaper Advertising
- 1991: Tommy Award
- 1994: Silver Slipper Award, Houston Museum of Fine Arts, Textiles and Costume Institute
- 1995: Bill Blass USA Collection introduced
- 1996: Dom Perignon Award for Humanitarian Leadership, CFDA
- 1996: AIDS Institute Leadership Award, Harvard University
- 1998: Living New York Landmark Award, New York Landmarks Conservancy
- 1999: Lifetime Achievement Award, Fashion Institute of Technology
- 1999: Honorary Degree of Master of American Fashion Design, Drexel University
- 1999: Returned with final line for spring 2000
- 1999: Sold Bill Blass, Ltd.
- 2000: Lifetime Achievement Award, Lighthouse International
- 2000: New York Designer Walk of Fame Award
- 2010: Purchase of the brand by Bill Blass Group, LTD.
- 2015: Bill Blass e-commerce site launched
- 2016: Opened ladies' and men's footwear wholesale division

RETAILERS

Neiman Marcus



NORDSTROM

Dillard's



VON MAUR®

free people

ANTHROPOLOGIE



BEALLS



+ top tier
independent retailers

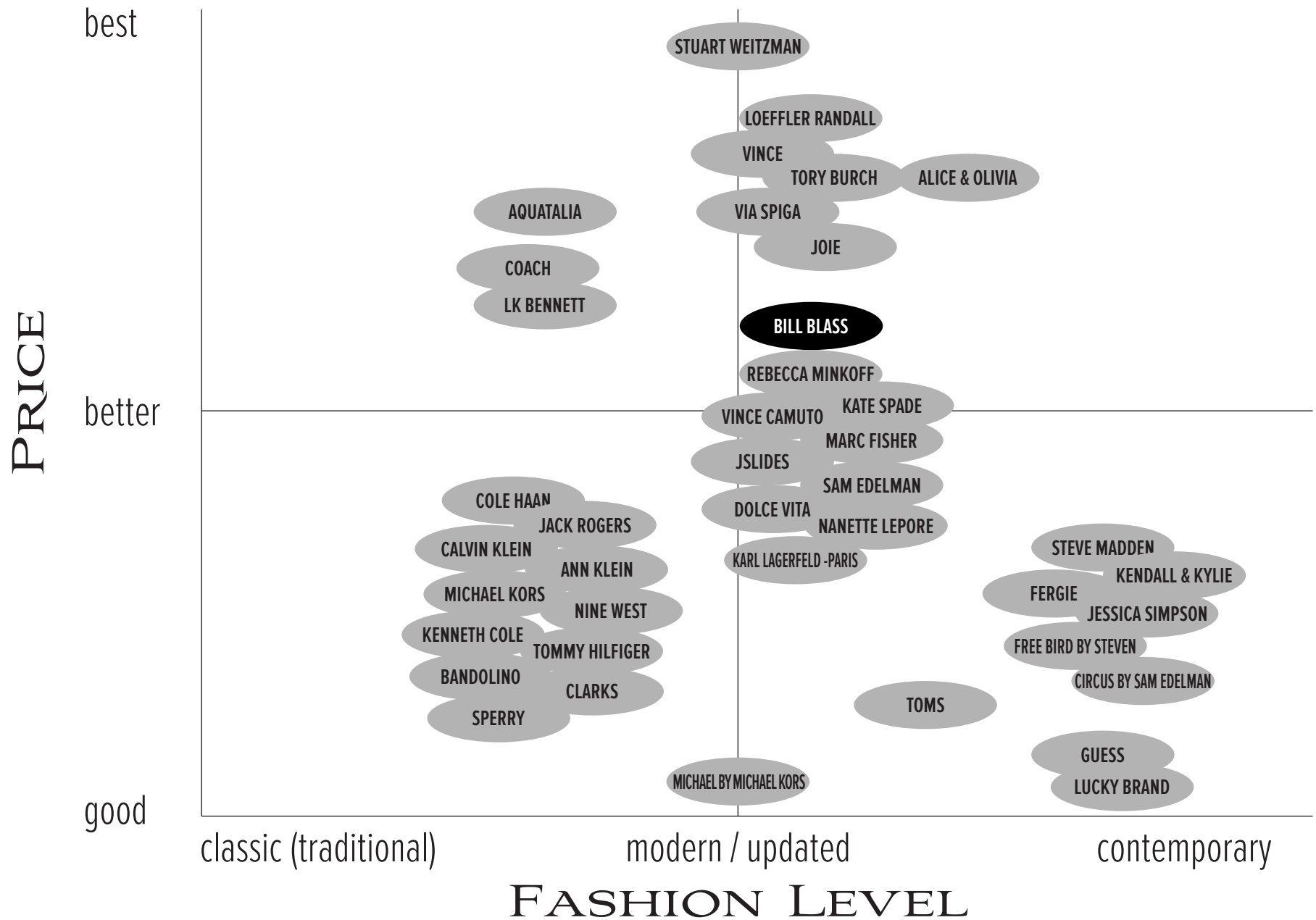
BILL BLASS FOOTWEAR

For more than half of century, the Bill Blass name has been synonymous with luxury and American fashion.

Today, a carefully strategized Bill Blass re-launch begins with ladies' and men's footwear at Neiman Marcus, Nordstrom, Dillards, Anthropologie, Free People, Zappos, Amazon and their own website, www.BillBlass.com. Brand positioning for their footwear collection (all leather) is sitting with Tory Burch, Kate Spade and Rebecca Minkoff with retails between \$128 - \$298. The New York City chic collections will soon be available in a NYC SoHo pop-up shop planned for this summer.



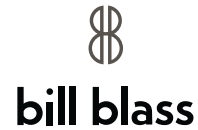
FOOTWEAR BRAND POSITIONING



BRAND ARCHITECTURE

THE BRAND

BRAND ARCHITECTURE



COLLECTION

- Luxurious and elegant; top-of-the-line
- Embodies classic American design that is both timeless and modern
- The inspiration for all the other retail divisions

BILL BLASS

AN AMERICAN DESIGNER

BRIDGE

- Upscale, aspirational, refined and chic
- Takes its design cues from the couture collection
- High-end but accessible to consumers with considerable disposable income

BILL
BILL BLASS

BLASS
BILL BLASS

BETTER

- Functional and trend-inspired
- Takes its design cues from the bridge collection
- Emphasizes casual- and career-wear

bill
bill blass

blass
bill blass

BILL BLASS JEANS

**BILL BLASS
ESSENTIALS**

UPPER MODERATE

- Casual and contemporary
- Designer brand in the upper moderate price range
- Offers wardrobe staples with trendy flair



blassport

MODERATE

- Casual and conservative
- Designer brand in the moderate price range
- Features a range of styles across all seasons

LICENSING OPPORTUNITIES

THE B  AND LIAISON
OPENING DOORS. CLOSING DEALS.

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