bill blass
"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
“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
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 Parsons’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 Rentner, 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: 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: 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 Critics’ 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
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.
Brand Architecture

**THE BRAND**

**BRAND ARCHITECTURE**

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

**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 BLASS**
**AN AMERICAN DESIGNER**

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

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

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

THE BRAND LIAISON
OPENING DOORS. CLOSING DEALS.

Steven Heller
561-302-7838
Steven@TheBrandLiaison.com

Karen Diamond
201-310-2798
Karen@TheBrandLiaison.com

www.TheBrandLiaison.com