Blass, Bill (1922-) Encyclopedia Article

Blass, Bill (1922-)

The following sections of this BookRags Literature Study Guide is offprint from Gale's For Students Series: Presenting Analysis, Context, and Criticism on Commonly Studied Works: Introduction, Author Biography, Plot Summary, Characters, Themes, Style, Historical Context, Critical Overview, Criticism and Critical Essays, Media Adaptations, Topics for Further Study, Compare & Contrast, What Do I Read Next?, For Further Study, and Sources.

(c)1998-2002; (c)2002 by Gale. Gale is an imprint of The Gale Group, Inc., a division of Thomson Learning, Inc. Gale and Design and Thomson Learning are trademarks used herein under license.

The following sections, if they exist, are offprint from Beacham's Encyclopedia of Popular Fiction: "Social Concerns", "Thematic Overview", "Techniques", "Literary Precedents", "Key Questions", "Related Titles", "Adaptations", "Related Web Sites". (c)1994-2005, by Walton Beacham.

The following sections, if they exist, are offprint from Beacham's Guide to Literature for Young Adults: "About the Author", "Overview", "Setting", "Literary Qualities", "Social Sensitivity", "Topics for Discussion", "Ideas for Reports and Papers". (c)1994-2005, by Walton Beacham.

All other sections in this Literature Study Guide are owned and copyrighted by BookRags, Inc.

Contents

Blass, Bill (1922-) Encyclopedia Article.....1

Contents.....2

Blass, Bill (1922—).....3

Blass, Bill (1922—)

Bill Blass was the first American designer to emerge from the shadow of manufacturers and establish his name with authority. From a base in womenswear design, Blass achieved a collateral success in menswear with "Bill Blass for PBM" in 1968, another first for an American. Blass then used licensing to expand his brand name globally in a range of products from menswear to automobiles and even to chocolates at one point. A shrewd observer of European style, Blass used his talent to define American fashion, creating separates for day and evening; sportswear with active sports as inspiration; and the mix and match that allows customers to compose an individual and chic style on their own. Blass was one of the first designers to come out of the backroom of design, mingle with clients, and become famous in his own right. To many, Blass is known as the "dean of American fashion."

Further Reading:

Daria, Irene. *The Fashion Cycle.* New York, Simon & Schuster, 1990.

Milbank, Caroline Rennolds. *New York Fashion: The Evolution of American Style.* New York, Abrams, 1989.

Morris, Bernadine, and Barbara Walz. *The Fashion Makers.* New York, Random House, 1978.