

Bill Blass

Morelia Pena

ARTH 1204 OL29

New York City College of Technology

SLIDE 1

Introductory slide

SLIDE 2

Bill Blass brief biography

Bill Blass was born June 22, 1922, in Fort Wayne Indiana. With just 17 years old his journey as a fashion designer begun. He left his hometown to attend Parson School of Design here in New York. But he had to pause his career during WWII when he enlisted to the U.S Army with the only purpose of betray the enemy (Smith, 2020). In 1946, he worked for Anne Klein as an assistant, but she fired him and then he worked for Anna Miller which merged the sportswear firm with Maurice Rentner. In 1959 Blass became the principal designer of the Rentner getting here much popularity and by 1970 he became the owner of the firm Rentner, changing its name as Bill Blass Ltd. (*Bill Blass 2021*).

SLIDE 3

Contribution to Fashion

Bill Blass was great inspiration in changing the socio-cultural context for womenswear. For instance, creating an influence in women's fashion that originates from menswear "he combined menswear fabrics and masculine tailoring with feminine details..." (Shirts, 2009). So, he changed cultural norms by having that connection between menswear and female fashion which we can still see this impact today.

What made him stands out were the "combination of simplicity, practicality and casual luxury" (Shirts, 2009) on his designs which made American apparels a little bit different.

SLIDES 4 & 5

Sportswear

Another change he made to society was making sportswear clothes which made dressing up much easier for females and the most important, even though he had socialite befriended, females with all backgrounds were able to wear Bill Blass designs (Smith, 2020). Sportswear was known as the casual clothes which divides daytime from evening time.

Blassport was the sportwear most significant collection of Bill Blass.

SLIDE 6

Nancy Reagan

During his career, Blass was worried about designing garments that could be wear by ladies of all ages. As an illustration of this we can see the Ensemble that Nancy Reagan wore when she was first lady. This demonstrates that Blass that “Bill was a master of this chic and luxurious vibe” (Smith, 2020).

Even though Bill Blass died in 2002, he is still very popular for having a great sense of styler reason why the company was able to keep many customers. His idea was to keep fashion modern and with his designs, Blass was able to give the world a taste of his confidence making him rememberable for that and all his talents. “Nevertheless, the confidence and ease of his designs appealed to the tastemakers of the fashion world, and Bill Blass’ status as a design icon was cemented” (Smith, 2020).

BILL BLASS VS YVES SAINT LAURENT

Bill Blass and Yves Saint Laurent, they both designed clothes for women inspired in menswear.

As you can observe, Bill Blass Evening Ensemble is composed of three pieces, a jacket, a long-sleeved top and skirt, similar to the Yves Saint Laurent ones. The materials used to elaborate Blass' garments were silk, leather and furs. On the other hand, "Yves Saint Laurent designed outerwear ensembles in 1973 with similar applications of fur, silhouette, and coloring" ((Jess) Liu, 2020). The textures and patterns on both apparels are so similar and the color tones range in the same scale.

They are both accessorized with belts. Overall, they both made enormous contributions to the fashion industry, Blass maintaining his simplicity, but elegance in every garment he designed and Saint Laurent with his idea that fashion should be available for anyone.

Bibliography

(Jess) Liu, S.I. T.I.N.G. (2020, May 31). *1973 – Bill Blass, evening ensemble*. Fashion History Timeline. (2020, May 31). Retrieved December 5, 2021, from <https://fashionhistory.fitnyc.edu/1973-bill-blass-evening-ensemble/>.

Blass, B., & Horyn, C. (2002). *Bare Blass*. Perennial.

Encyclopædia Britannica, inc. (n.d.). *Bill Blass*. Encyclopædia Britannica. Retrieved December 5, 2021, from <https://www.britannica.com/biography/Bill-Blass>.

Howard Heithaus, H. (2015, December 19). 'yves st. laurent+halston' a best-dressed look for the ... Si Ting. Retrieved December 6, 2021, from <https://archive.naplesnews.com/lifestyle/neapolitan/yves-st-laurent-halston-a-best-dressed-look-for-the-baker-museum-in-naples-2708540d-79ec-5277-e053-01-362846371.html>.

Legacy. Bill Blass. (n.d.). Retrieved December 6, 2021, from <https://billblass.com/pages/legacy>.

Metmuseum.org. (n.d.). Retrieved December 6, 2021, from

<https://www.metmuseum.org/art/collection/search/155727?searchField=All&%3BsortBy=Relevance&%3Bft=Bill%2BBlass%2BLtd.&%3Boffset=40&%3Bpp=20&%3Bpos=51>.

Metmuseum.org. (n.d.). Retrieved December 6, 2021, from

<https://www.metmuseum.org/art/collection/search/159081?searchField=All&>

Running Head: BILL BLASS

<https://www.metmuseum.org/art/collection/search/83175?searchField=All&%3BsortBy=Relevance&%3Bft=Bill%2BBlass%2BLtd.&%3Boffset=40&%3Brpp=20&%3Bpos=55>.

Metmuseum.org. (n.d.). Retrieved December 6, 2021, from

<https://www.metmuseum.org/art/collection/search/83175?searchField=All&%3BsortBy=Relevance&%3Bft=Bill%2BBlass&%3Boffset=0&%3Brpp=20&%3Bpos=1>.

Metmuseum.org. (n.d.). Retrieved December 6, 2021, from

<https://www.metmuseum.org/art/collection/search/96002?searchField=All&%3BsortBy=Relevance&%3Bft=Bill%2BBlass&%3Boffset=20&%3Brpp=20&%3Bpos=37>.

Metmuseum.org. (n.d.). Retrieved December 6, 2021, from

<https://www.metmuseum.org/art/collection/search/96005?searchField=All&%3BsortBy=Relevance&%3Bft=Bill%2BBlass&%3Boffset=40&%3Brpp=20&%3Bpos=44>.

Shirts, K. (2009, May 14). *Blass, Bill | Grove Art*. (2009, May 14). Retrieved December 6, 2021, from

<https://www.oxfordartonline.com/groveart/view/10.1093/gao/9781884446054.001.0001/oao-9781884446054-e-7002080074>.

Smith, M. (2020, June 19). *Guest blog: Bill Blass' fashion designing dreams began in Indiana*

hometown. Indiana State Museum. (2020, September 9). Retrieved December 6, 2021, from <https://www.indianamuseum.org/blog-post/dreaming-dreams/>.