

b michael

A M E R I C A



MEDIA KIT

2014



b michael // Advanced American Style

Right from the start, B Michael was fated to be a fashion designer. Growing up in Durham, Connecticut, he found early inspirations in his mother, whose family extends back four generations. Her creativity and keen sense of style passed on to her son, and like his eclectic family tree, b michael AMERICA incorporates the fantastic with understated cool, sensational color with elegance and emotion with design.

A former account executive for a Wall Street firm, B Michael decided to pursue his creative side and launched a successful millinery line after designing for Oscar de La Renta and Louis Feraud among others. The designer launched his first couture collection in 1999 with the help of PR Guru Eleanor Lambert, as with his approach to millinery, his designs exuded a glamorous clean aesthetic. His juxtaposition of creativity with simplicity is exemplified by the kaleidoscope dress (from the Spring 2014 collection), which was sewn together from fourteen fabrics, consisting of fifty pieces. He has shown his collection in Beijing, China, Korea and Shanghai.

Particular to b michael AMERICA, he heightens his couture aesthetic by infusing emotions such as joy, adding a discernible feeling and festive mood to his creations. The designer describes his signature style, "It is a modern approach to glamour. It is also about achieving a very sophisticated, yet simplistic look." His collections

have garnered appreciative fans including socialites and personalities such as Cicely Tyson for the Tony Awards, Nancy Wilson's gown in the Smithsonian, Whitney Houston's wardrobe for Sparkle, Tamara Tunie, Amy Fine Collins, Nancy Wilson, Beyonce Knowles, Colleen Atwood, Lena Horne, Lynn Whitfield, as well as Angela Bassett.

B Michael is no homebody either; you might find him in some of New York's trendiest spots. In 1998, B Michael became a member of the CFDA, an organization known to recognize America's leading fashion and accessory designers. Always willing to take on new challenges, he is a guest lecturer at New York's Fashion Institute of Technology and serves on several charitable advisory boards, including the Dream Yard Project, Youth America Grand Prix and Cicely Tyson School Of Performing And Fine Arts.





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b michael
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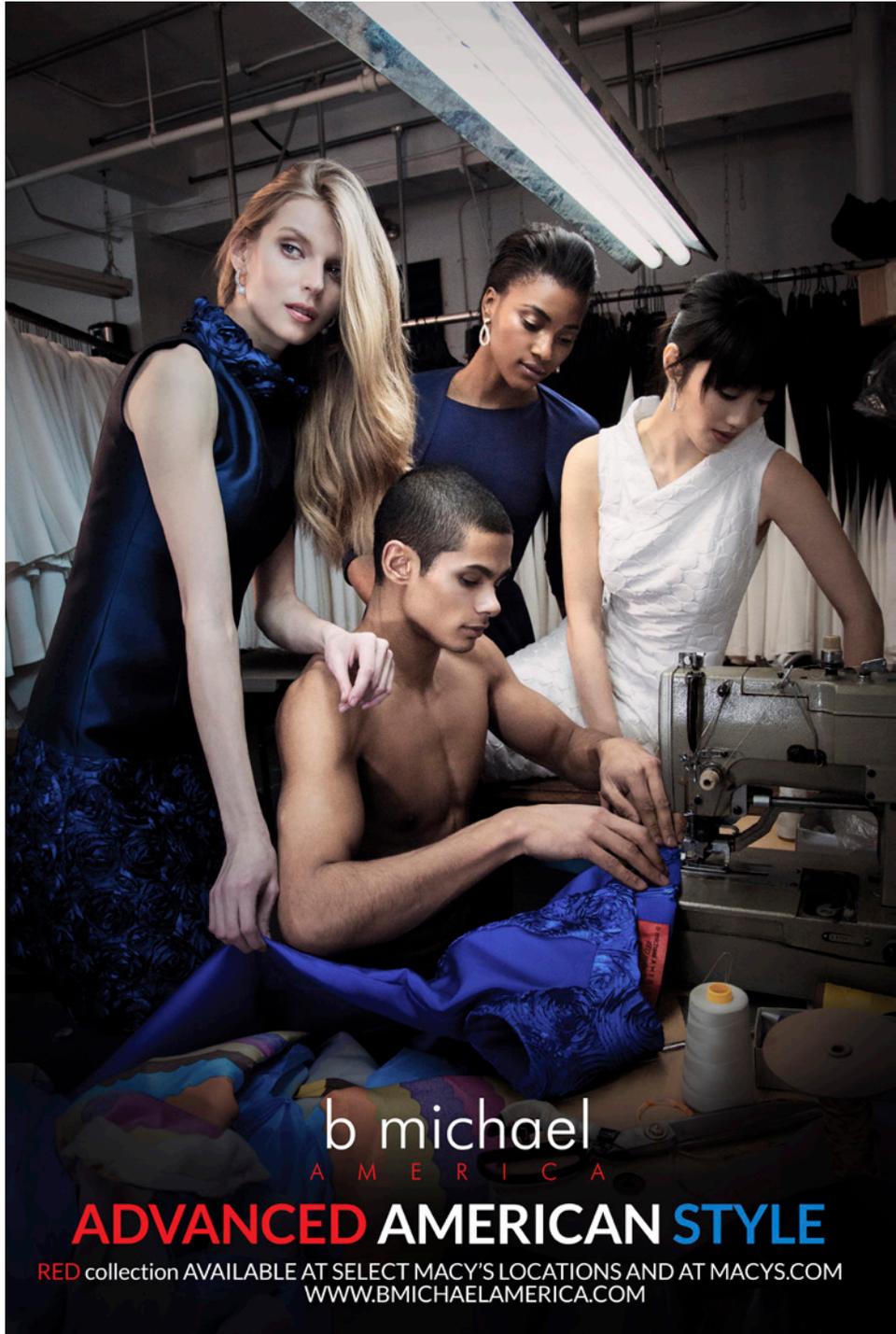
ADVANCED AMERICAN STYLE

RED RTW collection AVAILABLE AT SELECT MACY'S LOCATIONS AND AT MACYS.COM

Made in the New York City Garment District

WWW.BMICHAELAMERICA.COM

Promotional Campaigns



b michael AMERICA // In The News

RESIDENT

MAGAZINE

PROFILE



JEAN SHAFIROFF - GIVING BACK IN STYLE



Designer of Cicely Tyson's Tony Awards gown revealed

Fashion commentators took note of the gown Cicely Tyson wore to accept her leading actress Tony on Sunday for her role in "The Trip to Bountiful."

It was eye-catching and comment-worthy.

I called it "formidable" in a column Monday morning, finding it almost fortress-like in structure. Others called it futuristic, reminiscent of Ursula the "Little Mermaid" villainess or comparable to a giant purple scrunchy, Brent Lang of the Wrap said in a round-up.

But whereas most fashion houses send voluminous emails taking credit for the shoes, gowns or jewelry that actresses wear on red carpets, the designer of Tyson's dress stayed mum for awhile.

Finally, late Monday, the designer stepped up with details. It was designed by B. Michael and is part of the B. Michael America pre-spring 2014 haute couture collection. The trumpet-shaped dress made indigo blue silk Mikado features hand-draped ruffle seams.

Tyson accented it with an emerald and purple sapphire pendant framed with white diamonds, created by Au Jewelry for B. Michael America Couture.

Whether viewers liked it or loathed it, the gown is likely to be the one most remembered from the 2013 Tony Awards.





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BIOGRAPHY | INTERVIEW DATE: 5/10/2014



PROFESSION

Fashion Designer

FAVORITES

Color: Navy blue

Food: Oxtail

Quote: "God's will for me is my will for me."

Season: Summer

Vacation Destination: Giverny

BIRTHPLACE

Connecticut

Fashion designer B Michael was born in 1957 and raised in Durham, Connecticut. His mother was a real estate agent and his father, a certified public accountant. B Michael found early design inspirations in his mother's creativity and keen sense of style. He attended the University of Connecticut and also studied at the New York Fashion Institute of Technology.

B Michael was first hired as an account executive for a Wall Street firm, but decided to pursue a career as a millinery designer. He started designing hats under Oscar de la Renta, Louis Feraud, and Nolan Miller for the 1980s television soap opera Dynasty. Following his success on the show, B Michael became creative director for the Aldo Hat Corporation. In 1989, he decided to launch his namesake millinery line and in 1999 developed and launched his first couture collection with the help of PR Guru Eleanor Lambert.

B Michael's collections have garnered appreciative fans including socialites and personalities such as Cicely Tyson, Ashley Bouder, Amy Fine Collins, Tamara Tunie, Beyoncé, Nancy Wilson, Susan Fales-Hill, President Barack Obama's poet laureate Elizabeth Alexander, and Lena Horne, among many others. He also designed Whitney Houston's costumes for the motion picture, Sparkle. He has shown his b michael AMERICA Couture collection in Beijing, China, Korea and Shanghai, and his ready to wear fashion line b michael AMERICA RED sells in Macy's department stores across the United States.

In 1998, B Michael was granted membership in the prestigious Council of Fashion Designers of America (CFDA). He has served as a guest lecturer at New York's Fashion Institute of Technology. He also serves on the advisory boards of Dream Yard Project, YAGP (Youth America Grand Prix) and the Cicely Tyson School of Performing and Fine Arts. In addition to his work and community activism, B Michael is an avid collector of vintage books, artifacts and photography.

B Michael lives in New York City with his life partner Mark-Anthony Edwards and has two daughters, Saferra and Mychal.



<http://www.thehistorymakers.com>

HUFFPOST STYLE

Glam Master b michael

The finale was a composition in luxury with sculpted gowns featuring halter cut and drop shoulders in jewel tones of peridot, ruby and topaz embellished with embroidery, confetti, lace or mink. Opulent off-shoulder golden silk, sterling and winter floral gowns were understated elegance iced with embroidery, mink or feathers.

lives a modern life-style... she is the balance between sensual and powerful. " His prêt à porter line b michael America Red Collection is composed of chic sheaths and elegant A line dresses with matching coats or demi jackets. The collection is perfect day to eveningwear for socials and power lunches for ladies who love, lunch or launch available exclusively at Macys. Last year was the debut of his menswear line. A member of CFDA, he walks the talk all his designs are Made in America. b states, "As a brand and company it is our mission to enrich skills and create jobs in our industry... we are also committed to product that has superior craftsmanship."



The menswear was reminiscent of Hollywood glamour with 8 button double breasted or shawl collar jackets and trousers of silk and wool.



Glamour ruled at b michael's show at Mercedes Benz New York Fashion Week Fall/Winter 2014. As models of both sexes emerged in bold plaids and brilliant earth tones in smart suits of wool, cashmere and corduroy best described as urban chic. Delicious details abounded in Town & Country ensembles of sheaths and toppers of copper, royal blue and magenta in wool boucle and silk with asymmetrical and exaggerated collars. The good time party continued with flounce, fluted and pleated dresses with boleros and sheaths in cool colors of lavender, oyster and indigo cleverly detailed with cap and demi sleeves.



Through b is a stylish man about town and a regular in the Manhattan, Hamptons, Palm Beach social circles; he also gives back to the community. Last year he was honored by Figure Skating in Harlem at their 2013 gala and serves on the boards of New Yorkers For Children and Fashion Targets Breast Cancer. This year's show saluted the mission of New York Needs You. Best dressed Lister and author Susan Fales Hill notes, "B Michael, like Hubert de Givenchy before him, is a master of timeless style and classic elegance with the most irresistible whisper of sex. Butter soft cashmeres and rich boucles conceal sumptuous silk print linings which hint at the vixen within every true lady." b michael is the master of old school glamour.

b michael's inspiration, "The Fall 2014 Collection reflects my point of view, as an American Designer... it's a tapestry of colors and textures from all over the world forming esthetic harmony." The Durham Connecticut native began his fashion design career in millinery designing hats for the television show, Dynasty, then on to design stints at Oscar De la Renta and Louis Feraud. In 1999 he launched his own private couture label b michael America where he dresses the ladies: Kathleen Chenault, Tamara Tunie, Lyn Whitfield and Susan Fales Hill. Tony winner 2013 for Best Actress in a Play (A Trip to Bountiful) Cicely Tyson collected her award in a b michael amethyst ruffled couture gown naturally. He designed wardrobe for superstar Whitney Houston for the feature film remake of Sparkle. b michael divines, "The woman I dress

http://www.huffingtonpost.com/yvonna-russell/glam-master-b-michael_b_4790345.html



Yvonna Russell // Actress and film producer
Posted: 02/15/2014 7:03 pm EST Updated: 04/17/2014 5:59 am EDT

Style Talk: Catching Up With Designer B Michael

By Chelsea Pech, April 10, 2014



Master of modern glamour B Michael launched his latest collection this month, exclusively at Macy's, so we tapped the fashion vet to find out more about his inspiration and experiences as a top designer. He even gave us a crash course on dressing for all those Spring weddings coming up! Because, let's be honest, what girl wouldn't want to RSVP fabulous?

mBLOG: After starting your career as a milliner in the 80's and then launching your first couture collection in 1999, you're no stranger to the industry. What first influenced you to become a designer?

B Michael: I have always known I would be a designer from childhood. When designing millinery, I always envisioned the entire look. Chanel, Halston and Adolfo are all designers who started as millinery designers.

mBLOG: What would you say is your greatest accomplishment so far?

B Michael: Of course, my very first collection that went down the runway as part of New York Fashion Week under the tents at Bryant Park was the first of what have been many accomplishments, both creatively and in business... the greatest is yet to come!

mBLOG: How about when you're not working? Any hobbies?

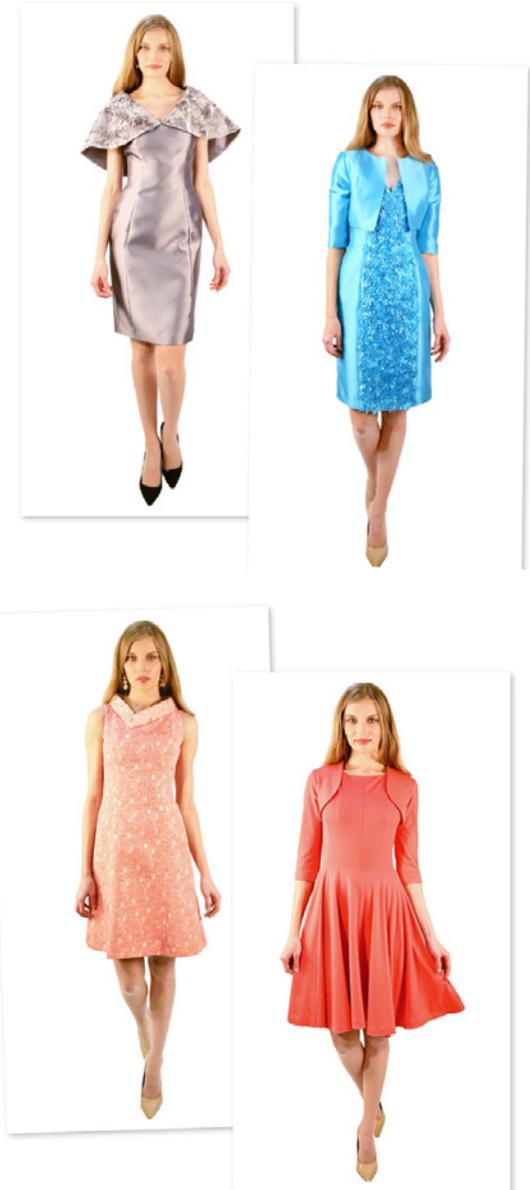
B Michael: For me, the joy of life and living is my hobby. I enjoy every morning, every meal, music and travelling. I can safely say, for me, each day is in some way a holiday... even working, which is really my passion. As an individual and as a company, we are committed to causes that focus on education, the arts and business opportunities for young people.

mBLOG: Let's talk about your latest collection. Can you tell us a little bit about it and where you got your inspiration?

B Michael: There is reflection of all of our lives in these clothes. It's a mix of prints, colors and textures that are harmonious. Quintessential American.

mBLOG: Spring is finally here, which means it's also wedding season. Do you have any style tips for guests who want to get all dolled up?

B Michael: I believe you pay homage by dressing up for a wedding. By doing so, you're showing that you take their life event seriously and that it's a special occasion. Color is always good and creates a pretty audience and picture. Fancy short dresses for cocktail and long for formal weddings!





#EXTRATV



Beyoncé and Halle Berry have both played dress-up in his fashions and most recently recently the honor and privilege of addressing Whitney Houston for last film 'Sparkle.' Designer B Michael now launching his first ready-to-wear line, b Michael AMERICA RED.

Watch the video: <http://bmichaelamerica.com/b-michael-america-extra-tv/>



b michael AMERICA has collaborated with Youth America Grand Prix to present The Ashley Boudier Project, featuring a world premiere ballet by Joshua Beamish with original costumes by b michael. Launching in Cleveland on October 25, 2014 and New York on April 14, 2015.

Youth America Grand Prix (YAGP) is the world's largest student ballet scholarship competition that awards over \$250,000 annually in scholarships to leading dance schools worldwide. The competition is held annually around the world and in New York City, and is open to dance students of all nationalities 9-19 years old.

To learn more please visit www.yagp.org

New York City Ballet Gala, Ashley Bouder wearing b michael America Couture.

Before the New York City Ballet Gala ~ Ashley Bouder, Sebastian Villarini, Jorge Andres Villarini, B Michael everyone looks chic in b michael America Couture.





Store Locations

Macy's by Appointment 1-800-343-0121

A free service to help you shop for the b michael AMERICA RED collection.

Arlington, Virginia

Atlanta, Georgia

Chicago, Illinois

Costa Mesa, California

Houston, Texas

New York, NY

Philadelphia, Pennsylvania

San Francisco, California

Washington, DC

Macy's Pentagon City – 1000 South Hayes Street Arlington, VA 22202

Macy's Lenox Square – 3393 Peachtree Rd NE, Atlanta, GA 30326

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