

MEDIA KIT





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 has 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. Amy Fine Collins, Victoria Rowell, Nancy Wilson, Beyonce Knowles, Colleen Atwood, Pearl Nipon, Lena Horne, Lynn Whitfield, Angela Bassett, Myrna Colley-Lee.

His designs have been featured editorially on Halle Berry and Cate Blanchett. Sisters Venus and Serena Williams have been spotted sitting front-row at his runway shows wearing b michael clothes. But B Michael is not just a nine to five o'clock designer. He's a consummate entertainer, an avid collector of vintage books, artifacts and photography, which can be seen throughout his home. His dinner parties are much spoken about – from engaging conversations to the table setting to floral arrangements.

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b michael AMERICA // Print Campaigns



AVENUE MAGAZINE



AVENUE MAGAZINE



RESIDENT MAGAZINE

PROFILE

JEAN SHAFIROFF - GIVING BACK IN STYLE



Los Angeles Times

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.



PHYLICIA RASHAD AT THE 2015 TONY AWARDS
WEARING B MICHAEL AMERICA



STAR JONES

Wearing b michael AMERICA couture at the 'Go Red For Women Red Dress Collection' during Mercedes-Benz Fashion Week at Lincoln Center, February 2015.



CICELY TYSON AWARDED MEDAL OF FREEDOM
WEARING B MICHAEL AMERICA



B MICHAEL HONORED WITH THE POSH DESIGN VISIONARY AWARD
BY CICELY TYSON, FROM THE LIGHTHOUSE GUILD





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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.



www.thehistorymakers.com

b michael
A M E R I C A

www.bmichaelamerica.com



OUR CROWD

B. Michael and Mark-Anthony Edwards Honored as New Abolitionists

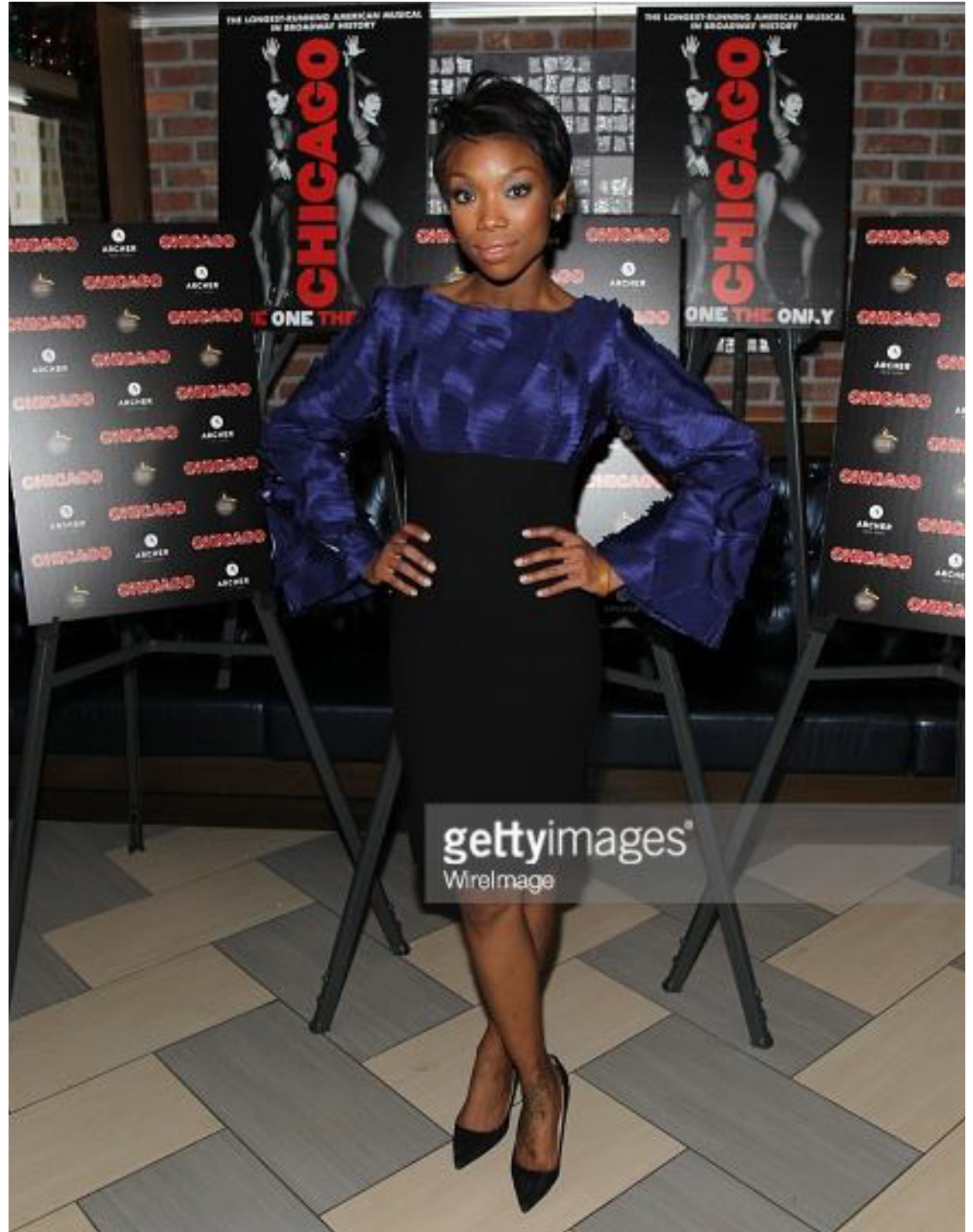
BY JOSEFINA GARCIA APRIL 13, 2015

American fashion designer **B. Michael** and B. Michael America CEO **Mark-Anthony Edwards** have been named one of New York's "New Abolitionists" by the Sanctuary for Families and the New York Anti-Trafficking coalition. They were honored with the title at a special event at The Paley Center for Media in New York City last year, for their efforts to combat human trafficking in New York State.

The two men add their names and image to a long list of people who have been featured in and are part of "The New York New Abolitionists" program, a traveling exhibit of individual photo portraits by Lynn Savarese designed to raise awareness of human trafficking. Other prominent New Yorkers in the campaign are: Manhattan district attorney **Cyrus R. Vance**; executive director for Coalition Against Trafficking in Women **Taina Bien-Aime**; former mayor **Michael Bloomberg** and his partner **Diana Taylor**; comedienne **Seth Meyers** and **Tina Fey**; and philanthropist **Agnes Gund**.

BRANDY NORWOOD

Actress and singer Brandy Norwood poses for a picture during her debut in 'Chicago' on Broadway - After Party at David Burke, wearing b michael AMERICA couture on April 30, 2015.



talking pretty

DESIGNER B MICHAEL PARTNERS WITH MACYS

On Thursday, Feb. 4, Macy's partnered with couture and ready-to-wear designer B Michael to produce the first b Michael America runway fashion show at this year's NAACP Image Awards luncheon, which honors the nominees of the 47th annual NAACP Image Awards, at the Langham Hotel in Pasadena, CA.

Actress and singer Brandy Norwood, known for her work on "Mo'Nisha," "I Still Know What You Did Last Summer," and "Cinderella," showed her support, by walking in the fashion show. B Michael previously dressed the star for her media junkets during her run in "Chicago" on Broadway and also collaborated with her costume designer on her new series for BET, "Zoe Ever After."

Following a panel discussion, the fashion show featured social dresses from the b Michael America Red collection, available exclusively at select Macy's stores and on macys.com, and closed with several pieces from his couture collection. "I'm proud to be a part of the NAACP Image Awards luncheon and celebrate the exemplary works by the undeniably talented nominees who work so hard to promote diversity in the arts," said B Michael. "It's an honor to dress Brandy again for the fashion show, and I'm grateful to have the continued support of Macy's, which has been such a valuable partner."

Known for designing dresses for icons such as Whitney Houston, Lena Horne, Cicely Tyson, and Valerie Simpson, the designer first launched his ready-to-wear collection b Michael America Red at Macy's in 2012, in order to reach a broader audience. The easy-to-wear collection, which ranges in price between \$225 for dresses to \$650 for gowns, offers a contemporary spin on the designer's signature haute couture style, resulting in a simple yet sophisticated look.



"Macy's is extremely excited to be a part of the NAACP Image Awards luncheon with B Michael, who is such an inspiring talent and leader in the fashion community," said Louis Mastrogiacomo, Macy's executive vice president and general merchandise manager of ready-to-wear. "We look forward to our continued partnership and the success of b Michael America Red at Macy's."

CALIFORNIA ApparelNews

NEW YORK DESIGNER
B MICHAEL
SPARKLES ON THE RUNWAY



BRANDY NORWOOD
WALKED THE RUNWAY AT
THE NAACP IMAGE AWARDS
FASHION SHOW
PRESENTED BY MACY'S





FIGURE SKATING IN HARLEM COMES TO CENTRAL PARK

B. Michael, the creative director and founder of b. michael America, sees skating as a metaphor for life. Everybody falls down at some point, said the designer. "The most important thing is to get back up."

B. Michael, along with sportscaster Andrea Joyce, who has covered many top skating events around the world, was honored last week at the Figure Skating in Harlem fund-raiser at the Trump Rink in Central Park. A pack of Olympic skaters, kids and industry supporters, including Macy's chairman, chief executive officer and president Terry J. Lundgren, Vera Wang, American Express ceo Kenneth Chenault, Tamara Tunie, Rhonda Ross, Star Jones, Federico Castelluccio, Miss America 2013 Mallory Hagan, Sasha Cohen, Tim Goebel, Scott Hamilton, Emily Hughes, Sarah Hughes, Tara Lipinski, Evan Lysacek, Johnny Weir and Paul Wylie, 500 in all, hit the ice for the cause.

Figure Skating in Harlem teaches young, underserved inner-city girls to skate while fur-

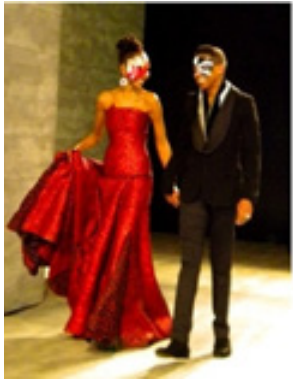
thering their education and building up their confidence. "It is an honor to help these wonderful young ladies and empower them to reach for and achieve their dreams," said B. Michael. "They are the real stars, and it is important that we all continue to help them shine."

"I am so proud of these wonderful young ladies and grateful to Sharon Cohen for inspiring them to reach for and achieve their dreams," said Joyce.

The event raised more than \$600,000 for Figure Skating in Harlem, including \$100,000 from The Pioneer Fund to support the expansion of the organization's academic and fitness programs. The organization was founded in 1997 by Sharon Cohen.

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.



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



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

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."



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.

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

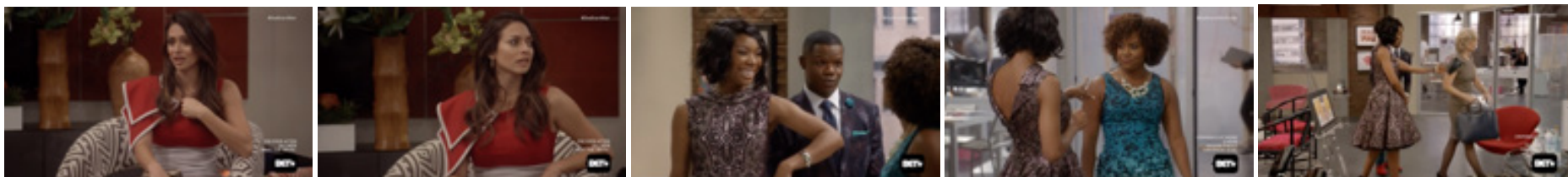


Beyoncé and Halle Berry have both played dress-up in his fashions and most recently recently the honor and privilege of addressing Whitney Houston for last film 'Sparkle.' Designer B Michael now launching his first ready-to-wear line, b Michael AMERICA RED.

Watch the video on bmichaelamerica.com/b-michael-america-extra-tv/



EMPIRE Season 3 Episode 7. Phylicia Rashad casts an imposing shadow across Cookie Lyon's living room this week — bringing enough shade to make Al Roker wonder about the sudden and unexpected appearance of a solar eclipse.



ZOE EVER AFTER Season 1 Episode 3 & 7. Brandy Norwood stars as Zoe Moon, a newly single mother wants to start a cosmetics business. Beth Keener and Brandy Norwood both wear b michael AMERICA in the Season 1 premiere.

Watch ZOE EVER AFTER on bet.com

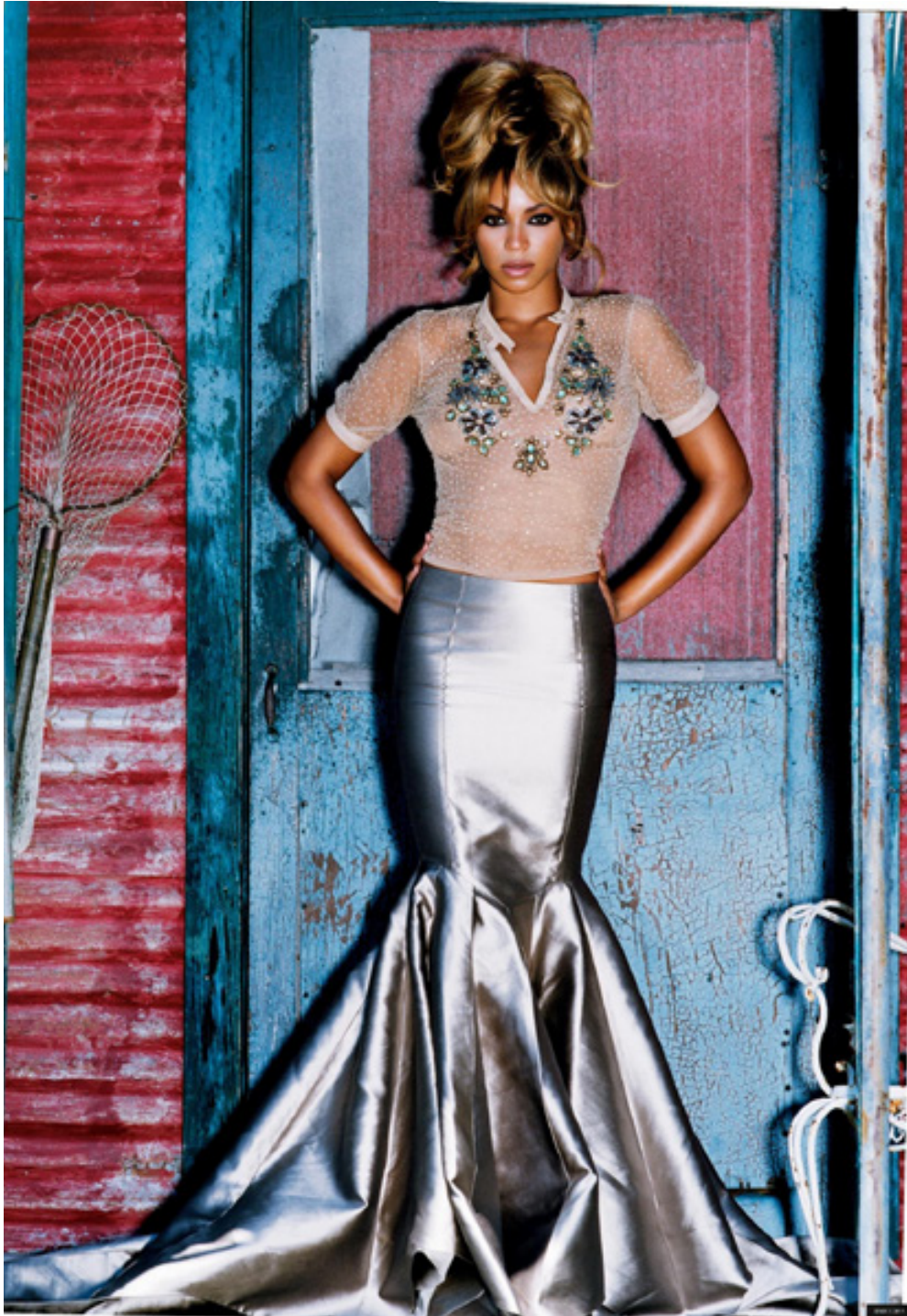
BRANDY NORWOOD

The actress sat down for an interview on the Emmy nominated syndicated talk show hosted by Wendy Williams, wearing b michael AMERICA couture.



b michael AMERICA // Beyoncé "B'Day" Album





b michael AMERICA // Collaborations

b michael AMERICA custom made costumes for Windy Sand and Rouge et Noir.





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

b michael AMERICA // On the Red Carpet



Charles Phillips, Amy Fine Collins, Cicely Tyson, B Michael, Kathryn Chenault, Karen Phillips.



Amy Fine Collins wearing b michael AMERICA Couture.



The 2015 Tony Awards. Phylicia Rashad wearing b michael AMERICA Couture.



The 2015 Tony Awards. Phylicia Rashad wearing b michael AMERICA Couture.



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



American Ballet Theatre's 75th Anniversary Diamond Jubilee Spring Gala at The Metropolitan Opera House, Ashley Bouder wearing b michael AMERICA Couture.

Contact

Website

www.bmichaelamerica.com

Email

To request a couture atelier appointment
salon@bmichaelamerica.com

Editorial or press request

press@bmichaelamerica.com

General and Fashion Week information

info@bmichaelamerica.com

Phone

800-446-4557

Address

By Appointment Only

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