

Press release from the department of Apparel Merchandising and Interior Design, Indiana University-Bloomington



Renowned designer visits IU as a Bill Blass Design Lecturer

The Sage Collection at Indiana University is pleased to present Bill Blass Fashion Design Speaker **Erich Biehle**. **Mr. Biehle will give a talk entitled *Designing for Luxury Brands in the IMU Georgian Room, 4-5pm, Wednesday, February 19th***. This lecture is free and open to the public. For information on this event, please call 812-855-4627, or contact Kelly Richardson at ksrichar@indiana.edu. Students in AMID-417 will also benefit from decades of Mr. Biehle's professional experience during an in-class portfolio critique.

Erich Biehle is a contemporary textile designer who transcends the boundaries of fashion, interior, industrial, and architectural mediums. Born in Lucerne, Switzerland, Biehle currently lives and works in the United States and splits his time between teaching, lecturing, advising young designers, and consulting for many renowned fashion brands.

Much of Mr. Biehle's career has been spent specializing in fabric designs for haute couture and prêt-à-porter fashion houses, including world-famous labels such as Balenciaga, Givenchy, Yves Saint Laurent, Pierre Cardin, Lanvin, Dior, and Ungaro. Biehle's eye for the zeitgeist of the moment and his feeling for the poetry of everyday life are vividly expressed in his work.

Biehle studied with Bauhaus artist Johannes Itten at the Zurich University of the Arts, and at the Swiss Textile School Zurich. He began his professional career at the Abraham Silk Group, a pillar of the 20th century European textile industry, where he created designs for the most influential Paris couturiers of the post-war era. In the early 1970s, Biehle began working independently and in collaboration with Abraham for many of the labels mentioned above. In 1976, he moved to Givenchy, where he worked directly with designer Hubert de Givenchy on concept, design, and development of worldwide licensing. In 1991, as part of a rebranding effort, Bally International brought him on board as creative director and deputy chairman of the board. From 1996 to 2002, Biehle served as CEO and chairman of the board of his former employer, the Abraham Group, with companies in Zurich, Paris, and New York.

His work for Yves Saint Laurent was featured in a retrospective exhibition devoted to the designer that was organized by the deYoung Museum in San Francisco, that travelled to the Denver Art Museum, le Petit Palais in Paris, and the Museum of Fine Arts in Montreal. Biehle's work has also been on view at the Mode Museum in Antwerp, the Museum of Design Zurich, and the Swiss National Museum. His designs are in the collections of the Kent State University Museum, the Metropolitan Museum of Art, and Les Arts Decoratifs. Most recently, Mr. Biehle is the subject of a forthcoming book (2014) entitled *Patterns*, that illustrates his work from the 1960s through the 1980s, and outlines the production process of his designs.

Thursday, February 20th Mr. Biehle will be giving a second public talk at the Indiana University Center for Art + Design (IUCA+D), 310 Jackson Street, Columbus, Indiana. This talk, *Changing the Brand Image of a Luxury Brand*, will take place from 6-7:30pm and is free and open to the public. For more information about the IUCA+D lecture, please call 812-375-7550.

These events are made possible through the Bill Blass Fashion Design Seminar Series established in 2002 with a bequest from fashion designer Bill Blass, a native Hoosier and friend of Indiana University. The Bill Blass Fashion Design Seminar Series is presented and hosted by the department of Apparel Merchandising and Interior Design and the College of Arts and Sciences. For more information about IU's Department of Apparel Merchandising and Interior Design, see <http://www.design.iub.edu/>.

IMAGE CAPTION: A photo of Erich Biehle examining fabric swatches. This image and others examples of his work are found in his forthcoming book, *Patterns*, edited by Andreas Koller, and his website at <http://www.erichbiehle.com/>.