

CURRICULUM VITAE

Name: Erich Biehle

Picture

Born: June 29, 1941

Nationality: Swiss

Address: Kochstrasse 2
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Languages: German (mother tongue)
English, fluent in spoken and written
French, fluent in spoken and written
Italian, moderately fluent

Work Experience:

2002 - 2013 Consultant, various mandates

1996 - 2002 President of the Board of Directors and CEO of the Abraham Group, with companies in Paris, Zürich and New York
Redevelopment, restructuring and reorientation of the Abraham Group, working in collaboration with the CEO of the Boston Consulting Group, Zurich
Intensive collaboration with the Creative Directors and Designers of :
Hubert de Givenchy, of Givenchy
Yves Saint Laurent and Pierre Bergé of YSL
LVMH Group, with Designers and Management
Michael Kors of Michael Kors
Victor Costa, of Calvin Klein
Marc Jacobs of Marc Jacobs

McGill University, Montreal, Canada

Business and Marketing at F.I.T. New York

Stylist at Brewster Finishing, New York , responsible for two product lines, collections. Textile design for printed fabrics, Jacquards, plain fabrics, for Pret à Porter collections.

1962 - 1964 Designer for Abraham AG, Zürich, Paris, New York
Design for various Yves Saint Laurent collections including all other labels in the Luxury Market
Design for all Yves Saint Laurent scarfs and shawls.

Academics:

1958 - 1962 University of Art and Applied Sciences , Zürich
Swiss Textile School, Zürich
Student of Johannes Itten, (Bauhaus, Colour Theory, Foundation Course)

Museum work experience

1982 - 2002 Museum of Design Zürich, home of my archive with the original Designs for all the fashion designers

Swiss National Museum Zürich, most of the printed fabrics designed by me for Abraham

Musée de la fondation Pierre Bergé - Yves Saint Laurent, Paris and Marakesch.

Printed Fabrics by Erich Biehle

Victoria and Albert Museum London

The Modern Art Museum New York

Musée des Arts de la Mode et de Textile, Paris

Kobe Fashion Museum, Kobe Japan

and many other fashion and art museums around the world

Museum exhibitions

1982 - 2019 1982 F.I.T. New York " 30 years Givenchy Retrospective"

Christopher Bailey, of Burburries

- 1991 - 1996 Executive Vice President of Bally International
Creative Director
Member of the Board, responsible for the Bally Brand and Image
Director of the Division: Image and Brand and International Marketing and Product Development.
Cadre member of the Oerlikon Bührle Concern, O B H
Board of Directors Mandates:
Bally Trading International
Bally Factories Schoenenwerd
Bally Singapore
Bally Hong Kong
Bally Japan
Bally Switzerland
Bally LAB , Responsible for idea and concept, architecture, design of the International Design and Communication Center
Shop concept for over 200 Bally stores worldwide
- 1968 - 1991 Givenchy Paris, Design and Marketing, working in close relationship with Hubert de Givenchy
Designs and concept for all prints of the Haute Couture and Pret à Porter Collections
Interior Design Collection for Europe, USA, Far East
Development of the licenses in Europe, USA, Far East
Market analysis, for Givenchy, within LVMH, from Evaluation of potential to realisation of contract with LVMH
Monitoring and execution of Design and Concepts and Advertising campaigns
Design work for textiles for the Givenchy and Yves Saint Laurent collections
- 1966 - 1968 Design and consulting for various labels (freelance)
Dupont de Nemours - Lifestyle and Trend Consulting
Yves Saint Laurent, Collections for Haute Couture and Pret à Porter, Givenchy,
Design projects with: J.L. Scherrer, Dior, Balenciaga, Pierre Cardin, Jean Patou and Lanvin
- 1964 - 1966 Stay in the USA and Canada
Professional development, various courses in marketing and communications at

1983 Metropolitan Museum of Modern Art, New York, Yves Saint Laurent
1992 Palais Galliera, "40 years Givenchy Retrospective"
1995 Victoria and Albert Museum, London, Yves Saint Laurent, Retrospective
2008 The Montreal Museum of Fine Art, "40 Years of Création, YSL"
2010 Swiss National Museum, "Soie Pirate", Abraham Archive.
2017 - 2019 Museum of Design Zürich, Design Working Process,
Collection "Les Africaines" Yves Saint Laurent, 1967 by Erich Biehle

Awards

Swiss Grand Prix Design Award 2014

Website

www.erichbiehle.com

Zürich 30. Oktober 2020

Erich Biehle