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Willy Bogner

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Willy Bogner : B 80: The Bogner Book (English and German Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised B 80: The Bogner Book (English and German Edition):

1 of 1 people found the following review helpful. The Impressive B Zipper!By Grady HarpWilly Bogner is undoubtedly one of the most impressive marketers in the business. His career includes being a skier, a cinematographer, and director. Everyone involved in the sport lifestyle is familiar with his signature B that appears on sports clothes around the world. This book of brilliant photographs in full color celebrates his 80 years as an icon from the 1930s when the B symbol was born through the lines of sports fashion and other fashion he has presented through the filming of sports events around the world to being the chosen cinematographer for the 007 James Bond films!Reading the many notes spread throughout this book gives a whiff of how much Willy Bogner has influenced fashion and sports. But the real treasure here is the visual aspect of this generous sampling of his magnificent photographs of skiing and other events. His style and his joie de vivre bounce off every page.For the reader who knows Willy Bogner's influence this is a treasure chest. For those now introduced to his quiet genius, this book is a complete success as a fitting survey of his influence for the past 80 years on the world he loves. Grady Harp,

December 12

For 80 years, Bogner has represented a passion for sports and fashion--growing from modest beginnings to become a brand with an international reputation. The characteristic "B" logo now represents the very essence of a sporty lifestyle. Through his successes as a skier, director, and cameraman, who was responsible for the fastest, action-packed ski scenes of the Bond films, Willy Bogner is the face of the brand. To mark both the founding of the firm and Bogner's 70th birthday, this volume recounts the history of the Munich-based company--a story that reflects eight decades of the creative zeitgeist.