



john varvatos

Sun Retail Price Range: AU \$299 - \$349

Optical Retail Price Range: AU \$249 - \$399

Brand DNA:

Having launched the Calvin Klein menswear and ck Calvin Klein divisions in 1990, and having served as Vice President, Men's Designs for Polo Ralph Lauren in 1995 – John Varvatos successfully launched his own brand in 2000.

His talent was immediately recognised, winning the CFDA American Fashion Award for New Menswear Designer of the Year. Followed by the CFDA American Fashion Award Menswear Designer of the Year in 2001 and 2005.

Music has always been a passion for Varvatos and his love for Rock and Roll ultimately led to his penchant for clothing and has influenced his designs. In 2005, he launched what would become the first of an iconic series of advertising campaigns that have featured Aerosmith, Velvet Revolver, Cheap Trick and Alice Cooper.

Target Market:

- Men, ages 30 - 55+
- Eclectic
- Economic level: High
- Understated yet elegant
- Vintage with a modern edge
- Individualistic yet personal
- Luxury paired with casual

Features and Benefits of the Collection:

The John Varvatos' philosophy is "reaching back to look forward". The collection brings together vintage design elements with modern silhouettes. The collection can be best described as a lifestyle collection that is casual and easy to wear.

All frames are handcrafted in Japan using special manufacturing techniques and materials. Vestiges from the past, such as fine filigree detail on the bridge, end pieces and temples, are incorporated in fashion-forward shapes with clean, aerodynamic lines.

The frames are finished with hand-crafted details including signature temple tips and hallmarked inner logo plaques.

Brand "Buzz Words":

Fashion Forward, Vintage inspired modern shapes, Textural

Iconic Hardware and Logo Treatments:

Signature temple tips, Hallmarked inner logo plaques



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