

john varvatos

2.0

FALL/WINTER 2018



Exploring the notion of looking back to move forward, the Fall/Winter 2018 Collection picks up the John Varvatos ethos — and takes it to the streets. Injected with the vitality of downtown New York, the lineup reveals an emotive concept with an effortlessly cool execution. Juxtaposing the strength of a well-built foundation with the unrestricted movements of an on-the-pulse underground, the 2.0 man underscores his subversive virtues with a laidback confidence. As his sense of liberation builds, these dichotomies unite, creating a fresh, contemporary message that rises above today's congested cultural landscape.

The result is a look of ease and comfort with a new sense of rebellion — iconic styles, revamped by street influence. Starting from the debut look, inventive layering dominates the collection with an unwavering sense of tossed-together elegance. In a range of nutmeg hues, soft winter whites and neutral sandy tones, luxe washed velvets are worn with soft, saturated [leathers](#) and abstract-print cashmere [sweaters](#), creating richly-textured, but not-too-precious looks.

In textured combinations of suede and leather, pumped-up trainers make an impactful point of difference — bringing the collection a well-leisured dose of street-inspired vibes. This relationship between slouchy-sleek and sophistication is showcased throughout, as evident in marled-wool socks and luxe wool-and-cotton-blend training [pants](#). Styling remains perfectly-imperfect from start to finish. [Footwear](#) forgoes slim, narrow designs for chunky, yet streamlined profiles and built-up soles, giving a thought-through heft that nicely matches when teamed with oversized garments.



The nonchalant confidence continues as time-favored silhouettes are reinterpreted in unexpected proportions, enhancing the necessities of comfort with a strong sense of control. Washed wool, enlivened by a cloud-printed motif, and ultra-soft, bold black leather redefines the atypical parka, while duster-length coats drape a gentleman's take on the downtown ensemble. Pants speak to proportions in subtle, yet effective updates. From reverse silhouettes to a cropped, wide leg fit, pants feel properly accentuated with slimmer pairings on top and statement footwear — such as a washed velvet bomber and weighty leather [boots](#). Turned cuffs, raw cut edges and trim detailing create subtle variations of proportional irreverence.

In a deeper color palette of marled wine hues, [tailored clothing](#) loudens the moment with an emotive nod to heritage craftsmanship — a single-breasted coat is hand-woven and subtly-wrinkled for a striking, multi-dimensional appearance that's just as modern as it is classic.

Converging details of modern and classic, perfect and imperfect, are also noted in the idea of seamlessness. A traditional turtleneck sweater, lightweight with a keen sense of texture, is crafted in one continuous, smooth shape devoid of stitching. A patchwork [jacket](#), featuring a double-face construction, is specially crafted with zero seam allowance for a cohesive play on contrast.

Luxurious materials are skillfully worked for an endlessly-wearable appearance. Tough leathers and suedes are hand stained and expertly treated for a buttery-soft feel and nicely-offbeat look. Beautiful shearling pieces are hand-saturated for a distinctive, yet unassuming finish.

A balance of ease and allure extends to [accessories](#) in a seasonal-minded, jacquard duffle. Subtly accentuated by leather panels, the bag preserves a travelling sophistication with a lightweight, on-the-go functionality. The casual modernity of a leather backpack is gradually offset by a hand-stained dégradé.

In the emergence of John Varvatos 2.0 is a considered spontaneity. An appreciation for impeccable form with a contemporary ease. A fresh approach to casualness that avoids today's proliferation of sameness. A core identity imbued with a zeal for masculine modernity.

To view the fashion show, [click here](#).

To download the fashion show video, [click here](#).

To download hi-res images of the fashion show, [click here](#).

Celebrity attendees: Nick Jonas, Joe Jonas, Kevin Jonas, Iggy Azalea, Thomas Rhett, Harry Connick Jr., Gina Gershon, Ian Mellencamp, RJ Mitte and Young Paris.

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