Fall/Winter 2019 John Varvatos Star U.S.A.

John Varvatos, the international luxury menswear brand, debuts at the 95th edition of Pitti Immagine Uomo (8-11 January 2019), unveiling the new look and feel of its John Varvatos Star U.S.A. Collection for the Fall/Winter 2019 season.

John Varvatos Star U.S.A. represents the younger and edgier offering within the John Varvatos brand, elevating casual wear to designer’s fashion with a contemporary eye that combines utility with craftsmanship. Infused with the brand’s rebellious spirit, the collection offers the style options for any occasion, including fine tailoring, luxury leathers, upscale sportswear and premium denim. John Varvatos Star U.S.A. has modern footwear and accessories to make the ultimate head-to-toe look.

The new collection is thought for the ‘Independent Guys’ - a new generation of free-spirited and creative men, whose personal wardrobes are an eclectic and inspired selection of different styles and looks. With clever fashion references to the urban underground scene of the 1980s and 1990s, the new season’s Star USA line combines contrasting patterns and proposes unexpected mixes of fabrics and textures - crushed velvets and smooth sateen, utility camouflage with plaid, animal prints matched with florals, oversized shaped worn over slim silhouettes.

The F/W 19 John Varvatos Star U.S.A. collection also features new branding and a refreshed graphic language, as it is visible in the redesigned and sleek bi-color logo, as well as the overall more sophisticated product labeling.

In the words of Mark Brashear, President and CEO of John Varvatos Enterprises: *“The international market is crucial to the success of a growing brand. Pitti Uomo is one of the most important trade shows of the year, and we are excited to be previewing the John Varvatos Star U.S.A. collection at Pitti Uomo this January. This is the first time we are presenting at Pitti, and we are thrilled to be leading with this collection as it captures the rebellious spirit of how the modern guy lives and works.”*

ABOUT JOHN VARVATOS:

Launched in 2000 with a collection of tailored clothing and sportswear, the brand now represents an entire lifestyle that includes belts, bags, footwear, eyewear, jewelry, fragrances, and includes the younger and edgier John Varvatos Star U.S.A. collection and Bootleg by John Varvatos.

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