

john varvatos

JOHN VARVATOS UNVEILS FALL 2019 CAMPAIGN



Link to download the John Varvatos Fall Campaign Images [HERE](#)

FOR IMMEDIATE RELEASE

September 9, 2019, New York, NY – John Varvatos is pleased to launch the Fall 2019 advertising campaign featuring male model Lucky Blue Smith. Shot by esteemed fashion photographer Billy Kidd in an abandoned warehouse, Smith is followed throughout the space in a series of images and video that showcase his comfortable nonchalant personality and captures Varvatos’ detailed sensibility in both their truest forms.

The John Varvatos Fall 2019 campaign comes to life giving rich texture and iconic style to the new season’s collection. Smith wears an intricate plaid [jacquard jacket](#) layered on top of a textured shoulder stitch [knit henley](#), paired with aluminum grey zipper pocket [Chelsea denim](#).

Outwear continues to shine in additional campaign images that include a light weight vintage inspired [leather jacket](#), brushed wool-blend leopard jacquard [crewneck sweater](#), and [Ludlow vintage zip boots](#) that have a decidedly-sleek and uninterrupted profile.

Shop the collection at johnvarvatos.com

ABOUT JOHN VARVATOS:

John Varvatos, Enterprises is a global lifestyle brand launched in 2000 with a collection of tailored clothing and sportswear. John Varvatos now represents an entire men’s lifestyle that includes footwear, bags, belts, eyewear, jewelry, fragrances, the John Varvatos Star USA collection, and Bootleg by John Varvatos. John Varvatos encompasses a modern, rebel edge while staying true to our artisan roots. Visit us at johnvarvatos.com or join us on social media at [@johnvarvatos](https://www.instagram.com/johnvarvatos).

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