

# john varvatos

JOHN VARVATOS UNVEILS GARY CLARK JR.  
AS THE FACE OF THE SPRING 2019 ADVERTISING CAMPAIGN

*Longtime brand ambassador and friend Gary Clark Jr. is joined by his wife and children in the most personal John Varvatos campaign to date. "We are Indivisible"*



## FOR IMMEDIATE RELEASE

**January 28, 2019, New York, NY** – John Varvatos is pleased to announce GRAMMY award-winning artist Gary Clark Jr. as the face of the brand's Spring 2019 campaign. Famed music photographer Danny Clinch captures Clark in Austin, Texas in his most personal photos for John Varvatos yet. Clinch's incredible mastery of the camera reveals images with strength and compassion sharing a glimpse into the private life of Gary Clark Jr. and his family.

Gary Clark Jr. has been a brand ambassador and a member of the John Varvatos family for years. As an artist, he continues to take the music industry by storm, redefining a genre-bending mix of blues, contemporary soul, and hip-hop. While Clark has been planning the debut of his latest album, he took time away from his busy schedule to give a look into his life.

"I am honored and excited to have my good friend Gary Clark Jr and his family as part of our 'Indivisible' campaign," said John Varvatos. "It represents a message that both Gary, his wife Nicole, and I are extremely passionate about. One family, one nation, indivisible."

For the first time John Varvatos is featuring an entire family within the ad campaign. In the images where Clark is joined by his family, the words "We are Indivisible" are printed boldly across the image. The brand's definition of the word '*Indivisible*' is unbreakable spirit; something Gary and his family exude.

“John and I have worked together for many years. He’s always been a champion, and a friend,” said Clark. “He and I were talking about family, and how mine has grown and how fast it goes by. And boom! He comes up with this idea and makes it happen. I am really happy how it turned out and how they captured my family so perfectly. Much respect for him and his incredible team.”

“When I met my husband, I felt a deep truth, purpose, love. I felt my soul light up. I knew we would forge our own path together with strength, compassion and clarity. Our children are the product of that,” said Trunfio. “Through the challenges, our love and knowing would persevere, united. I knew that in his eyes and in his being I would also find a reflection of my own strength and my own truth. We are constantly discovering more meaning to life and my ‘self.’ I feel invincible being by his side. True love, truth, passion, is indestructible. Indivisible.”

The campaign begins with images of Gary standing in solidarity and then develops into images of Gary being joined with his wife, Nicole Trunfio, and then their two children. In his series of solo shots, Clark stands strong through wheat fields dominating the landscape, rocking a leather moto jacket from the spring collection. Clinch later captures the performer wearing a linen military trench coat with his family in a statement of inclusivity and unity. Named “Indivisible,” the latest John Varvatos campaign sends a message of strength, community, and family while still emanating the brand’s attitude of effortless cool and rebel spirit.

#### **ABOUT GARY CLARK JR:**

Gary Clark Jr. remains a maverick in the classic sense. He doesn’t abide by rules of genre, race, class, or style. Instead, he takes rock ‘n’ roll, blues, jazz, hip-hop, and punk and makes “*soul music*.” This unapologetic spirit endeared the GRAMMY® Award-winning Austin, TX singer, songwriter, producer, multi-instrumentalist, and guitar prodigy to millions of fans worldwide. President Barack Obama proclaimed him, “*the future of music*,” while *Rolling Stone* dubbed him, “*the chosen one*.” Not to mention, he lent his talents to an impressive swath of icons, ranging from Prince, Beyonce, Foo Fighters, and Alicia Keys to Rolling Stones, Tom Petty, Ed Sheeran, Eric Clapton, Childish Gambino, Keith Urban, and Nas. He has ignited stages at *Bonnaroo*, *Made in America*, *Coachella*, *Roots Picnic*, *Glastonbury*, and more. His music can be heard in films such as *Justice League*, *Chef*, *Deepwater Horizon*, Pixar’s *Cars 3*, and beyond, while he won the 2014 GRAMMY® Award for “Best Traditional R&B Performance.” In 2019, he reaches new territory on his own terms with his forthcoming album, *THIS LAND*.

#### **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](http://johnvarvatos.com) or join us on social media at [@johnvarvatos](https://www.instagram.com/johnvarvatos).