

JOHN VARVATOS ☆ U.S.A.

JOHN VARVATOS UNVEILS BADFLOWER AS THE FACE OF THE
BRAND'S JOHN VARVATOS STAR USA CAMPAIGN

*The first band signed to the renowned international menswear designer's record label,
Big Machine/John Varvatos Records, stars in the latest Fall 2019 John Varvatos Star USA campaign*



Link to download John Varvatos Star USA Campaign Images and Video featuring Badflower [HERE](#)

September 23, 2019 New York, NY — John Varvatos is proud to announce Big Machine/John Varvatos Records' chart-topping rock band, Badflower, as the face of the Fall/Winter 2019 John Varvatos Star USA campaign.

A youth-infused extension of John Varvatos Collection, the John Varvatos Star USA line is, at its core, inspired by artistic expressions of Rock-and-Roll culture. Exploring the importance of creative dissonance, the Fall/Winter 2019 John Varvatos Star USA campaign finds an ideal casting in Badflower.

Primal, passionate, and powerful, Badflower is today's most buzzed-about rock band. California born and bred, Badflower's music taps into a gritty, kinetic energy, with a grunge-y gutter spirit topped off by jarring theatrical delivery and unshakable riffing. Fronted by Josh Katz along with lead guitarist Joey Morrow, bassist Alex Espiritu and drummer Anthony Sonetti, the emerging LA-based band garners apt praise for delivering emotive, guitar-heavy rock with an innate sense of ease—blending brutal honesty with high intensity. The first band to sign with Varvatos' eponymous record label, Big Machine/John Varvatos Records, the four-piece's gritty, enigmatic spirit puts a resonate and relevant new spotlight on the effortless-cool ethos of John Varvatos Star USA.

“Badflower represent everything that’s missing in music and style today,” said John Varvatos. “They are rebels and amazing storytellers that carry themselves with ease and confidence. At the same time, they are absolutely one of the best rock bands on the planet. I’m proud to have them representing the John Varvatos Star USA brand and chart topping artists on the Big Machine / John Varvatos label.”

In striking imagery and film, shot by renowned photographer and director Mark Seliger, the campaign unveils a day-in-the-life narrative set against an eminent New York City backdrop. The story begins in a indie, nostalgia-revved bar, following Badflower as they play a live gig, hang out and take on the night—ending with coffee over a quintessential diner breakfast at sunrise. As downtown locations frame the collection, the mood feels as casual and everyday as it does instinctual and unexpected—versatile, yet individualistic. Decked in nonchalant layers, rich textures like faux fur and sleek all-black shearling are mixed with bold, relaxed vintage-inspired tees, plaids, camouflage and animal prints with razor-sharp taste. Just like fashion and music, the collection is a composition of many elements: color, structure, volume, situations and personas.

Influenced by social scenes of artistic luminaries, Fall/Winter 2019 harnesses the retro-cool style codes and progressive attitudes of rock icons, musicians, poets and activists. Today, in reverence to such era-defining troubadours, Badflower navigates the hyped cultural undertow with fresh views and on-point ‘fits—taking on modern issues with total authenticity and razor-sharp charm. Proof that the collection’s easy-cool style can be anything but boring.

“We had such a blast working on this shoot with John and his crew,” Badflower commented. “This was our first time getting involved with anything fashion related and John was with us the whole time making it super fun and low pressure. He’s such a visionary in both the music and fashion scene and we’re privileged to be able to work so closely with him.”

John Varvatos has a long history of enlisting musicians for the brand’s traditional advertising campaigns which highlight the brand’s kinship with creative vanguards and standout style-leaders. Spanning a vast range of artists, past collaborators for the brand include Machine Gun Kelly, Hozier, Gary Clark Jr., Jimmy Page and Nick Jonas. With the launch of Fall/Winter 2019 campaign, John Varvatos Star USA extends the brand’s artist-motivated vision—offering a fresh new perspective at the helm of music’s next wave.

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).

ABOUT BADFLOWER:

Primal and passionate, Badflower frontman Josh Katz transforms as he steps up to the microphone. The unmitigated kind of catharsis fueled by emotion and unfiltered intensity offers an awakening to the mind and body as audiences wholly experience the band’s palpable energy. This approach stands out as Badflower’s calling card as Josh [lead singer, guitarist], Joey Morrow [lead guitar, backing vocals], Alex Espiritu [bass] and Anthony Sonetti [drums] sync to captivate audiences. It is also a big reason why the group quietly became one of L.A.’s most buzzed-about Rock bands. Since their emergence in 2014, Badflower has shared stages with the likes of KONGOS, The Veronicas and Nothing More; earned acclaim from outlets such as Nylon, Alternative Press and Loudwire among others; and just notched their

second No. 1 with “Heroin,” which hit the top spot on both Mediabase and Billboard charts for Active Rock. Wielding their signature energy, the music taps into a gritty and grunge-y gutter rock spirit complemented by jarring theatrical delivery and unshakable riffing. Following their TEMPER EP release Badflower became the first signing on a new joint venture with Big Machine Label Group President/CEO Scott Borchetta and fashion icon John Varvatos called Big Machine/John Varvatos Records. The crushing realness of Badflower’s debut single, “Ghost” earned them their first No. 1 rock radio single and landed at No. 7 on Billboard’s 2018 Year-End Mainstream Rock Songs Chart. The band’s current singles from their debut album OK, I’M SICK (Big Machine/John Varvatos Records) are “Promise Me” which is currently ascending at Alt Radio and “The Jester” which is quickly nearing Top 10 at Active Rock. In addition to their own headlining dates, Badflower recently toured with Nothing More as well as multi-platinum rock band Shinedown and will hit the road this Fall for their headlining OK, I’M SICK TOUR. For more information and a complete list of upcoming tour dates, visit Badflowermusic.com.

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