

john varvatos



DESIGNER JOHN VARVATOS HAS PARTNERED WITH
SWISS WATCH BRAND ERNST BENZ
To Create A Limited Edition Modern Vintage Timepiece

— For Immediate Release

November 2008 – New York, NY. John Varvatos, fashion designer, ardent collector of rock and roll music and memorabilia, and avid watch aficionado now adds the role of timepiece designer to his growing resume. Partnering with master watchmaker Leonid Khankin of Swiss watch brand Ernst Benz, the two have collaborated to bring time and design together with the introduction of the Ernst Benz by John Varvatos Limited Edition ChronoScope.

The partnership with Varvatos and Khankin began after the two met and connected over a mutual love for vintage watches. The two-year relationship began as Varvatos showed Ernst Benz watches on the runway at his fashion show in 2007. He has since carried the watch collection at his boutiques nationwide. “I have collected vintage watches for years because of their intricate design and architecture. It was a natural next step to create my own special timepiece with Leonid Khankin translating my design philosophy and blending my aesthetics intricately into the watch components,” commented Varvatos.

The design emerged through a series of studies between the two, discussing at length different watch details and their shared interest in mid-century vintage watches, which is also the inspiration and core of the Ernst Benz collection. They broke every aspect of the watch down piece by piece. From the angle of the bezel, design of the pushers and different dials, numerals, and hands, to the contrast finishing of the case, they drew inspiration from every element while at the same time remaining respectful to John’s signature style.

Varvatos added, “My fascination with watches has only grown with time and I have always wanted to design my own timepiece. Working with Leonid on this process has been an unparalleled experience. And the result is a watch that is the ultimate accessory for me and a perfect complement for people who buy my collections.”

The Ernst Benz by John Varvatos Limited Edition ChronoScope will be initially released in two dial design variations, vintage black and vintage anthracite, in time for the holidays. Two additional models, vintage white and vintage silver, will be released early next year to coincide with Varvatos’ Fall 2009 collection. A “perfectly imperfect” color scheme matching Varvatos’ seasonal hues and signature palette of black, brown, and gray organically became the focus of the collection. The shape and finish of the timepiece, which were designed to have a vintage feel, are what distinguish Varvatos’ design from other Ernst Benz models. The dial has been treated in a special way to achieve a natural patina, giving the timepiece the appearance that it has a history and soul, much like the timeless feel of John’s clothing.

Khankin remarked, “I was thrilled to have an opportunity to be able to partner with John on his first watch and I thoroughly enjoyed the collaborative design process. The finished product has far surpassed even my expectations!”

Other features include contrast finishing with the case crafted in brushed stainless steel, and the bezel, pushers, and crown finished in polished stainless steel. The hands are completely unique and tooled out based on the design of a timing gauge that Varvatos was attracted to. Exotic skin straps including alligator, crocodile, bison

and calf in Ernst Benz's aviator design, will be custom executed with special colors and finishes exclusive to the collection. Varvatos has personally designed a unique custom leather watchcase utilizing leathers from his trademark leather goods. Produced in both black and brown, it features a one-of-a-kind hinge system and hand stitched leather tie. The timepiece undoubtedly represents the unique vision of the precision instruments of Ernst Benz and the eye and detail of designer John Varvatos.

The Ernst Benz by John Varvatos Limited Edition ChronoScope will be numbered and limited to 250 watches per variation. The watch will retail for \$6,800 on exotic straps and will be available exclusively at John Varvatos boutiques nationwide.

About John Varvatos

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire lifestyle that includes belts, bags, footwear, eyewear, luxury skincare and fragrances (including one for women), as well as the younger, edgier John Varvatos ★ USA Collection and Converse by John Varvatos, clothes for guys and girls. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ's "Designer of the Year" in 2007. The collection is distributed in freestanding John Varvatos boutiques across the US, as well as in better specialty stores throughout the world.
www.johnvarvatos.com

About Ernst Benz

Functional and timeless, Ernst Benz has optimized legibility and precision, which has translated into a unique collection of technically exceptional timepieces recalling the aviator watches of the 1940's, from which they are inspired. Designed and manufactured in Switzerland in the traditional Swiss manner, Ernst Benz watches are unrivaled in their durability, accuracy, and reliability. As a second-generation watchmaker, Leonid Khankin is deeply passionate about his watches and ensures that all Ernst Benz timepieces are built to exacting criteria and without compromise, yielding the highest quality of precision timepieces that the brand is renowned for.

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