

john varvatos

Sharp Dressed Men:

John Varvatos Shoots All-American Band ZZ TOP for Fall 2009 Ad Campaign

---For Immediate Release

July 27, 2009 – New York, NY --- John Varvatos looks to rock and roll's heritage for inspiration so it was no surprise when he selected ZZ Top, one of the longest running major US rock bands, for his Fall 2009 advertising campaign. Photographer Danny Clinch shot the campaign against a life size diorama of American buffalo at the Museum of Natural History in Los Angeles - a setting perfectly fit for the trio from Texas.

ZZ TOP, comprised of Billy F Gibbons, Dusty Hill and Frank Beard, have been together for 40 years of rock, blues, and boogie on the road and in the studio. ZZ Top's music is always instantly recognizable, eminently powerful, profoundly soulful and 100% Texas American in derivation. In 2004 the Texas trio was inducted into the Rock and Roll Hall of Fame. They are a certified rock institution, contemporary in every way, yet still completely connected to the founding fathers of the genre.

"ZZ Top is a music institution that has remained relevant through the changes and trends of the last four decades, it was inspiring to work with them" said John Varvatos.

YARD Creative Director Stephen Niedzweicki drew the campaigns inspiration from ZZ Top's 1976 World Wide Texas Tour, an unparalleled rock extravaganza where the band brought the icons of Texas -- including a menagerie of longhorns, brooding vultures, and a buffalo -- to the world. The backdrop combined with textured leathers of John's Fall/Winter 2009 collection and the panoramic photography of Danny Clinch elicited hauntingly beautiful imagery.

"The idea of using the buffalo diorama was an intriguing representation of ZZ Top's American rock and roll history. Shooting with Danny I am always confident in his innate ability to draw musicians true personas into the camera lens. The combination worked perfectly." said Stephen Niedzweicki.

Concepted by YARD and photographed by Danny Clinch the previous nine campaigns have served to underscore the brand's affinity for eclectic and iconic style makers. Past seasons feature Franz Ferdinand, Perry Farrell, Cheap Trick, Alice Cooper, Velvet Revolver, Iggy Pop, Chris Cornell, Joe Perry and Ryan Adams.

For nearly two decades acclaimed music photographer and documentary filmmaker Danny Clinch has captured some of the most iconic names in music: Cash, Springsteen, Dylan and Tupac, just to name a few. The organic feel and texture of his work lets the subjects breathe and the music flow. His work has appeared in such publications as Vanity Fair, Spin, Rolling Stone, GQ, Esquire, the New Yorker and the New York Times Magazine, and his photographs have appeared on hundreds of album covers.

Since its founding in 2002, YARD has conceptualized, art directed, and produced an award-winning range of work in print and television advertising, packaging, editorial, and product design. YARD is a hybrid creative agency that blends the expertise of a style-driven fashion shop with that of a consumer-minded ad

agency. By marrying an artistic eye for image-making with a strategic gut for brand-building, YARD creates arresting visuals that drive contemporary culture while crafting relevant storylines that resonate with the targets of fashion clients such as John Varvatos, Converse and LeSportsac, beauty clients like Bobbi Brown, Henri Bendel and Method, and entertainment clients like The Sundance Channel, Lifetime and MTV.

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, limited edition watches, men's and women's luxury skincare and fragrances, as well as the younger, edgier John Varvatos ★ USA Collection and Converse by John Varvatos. 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.

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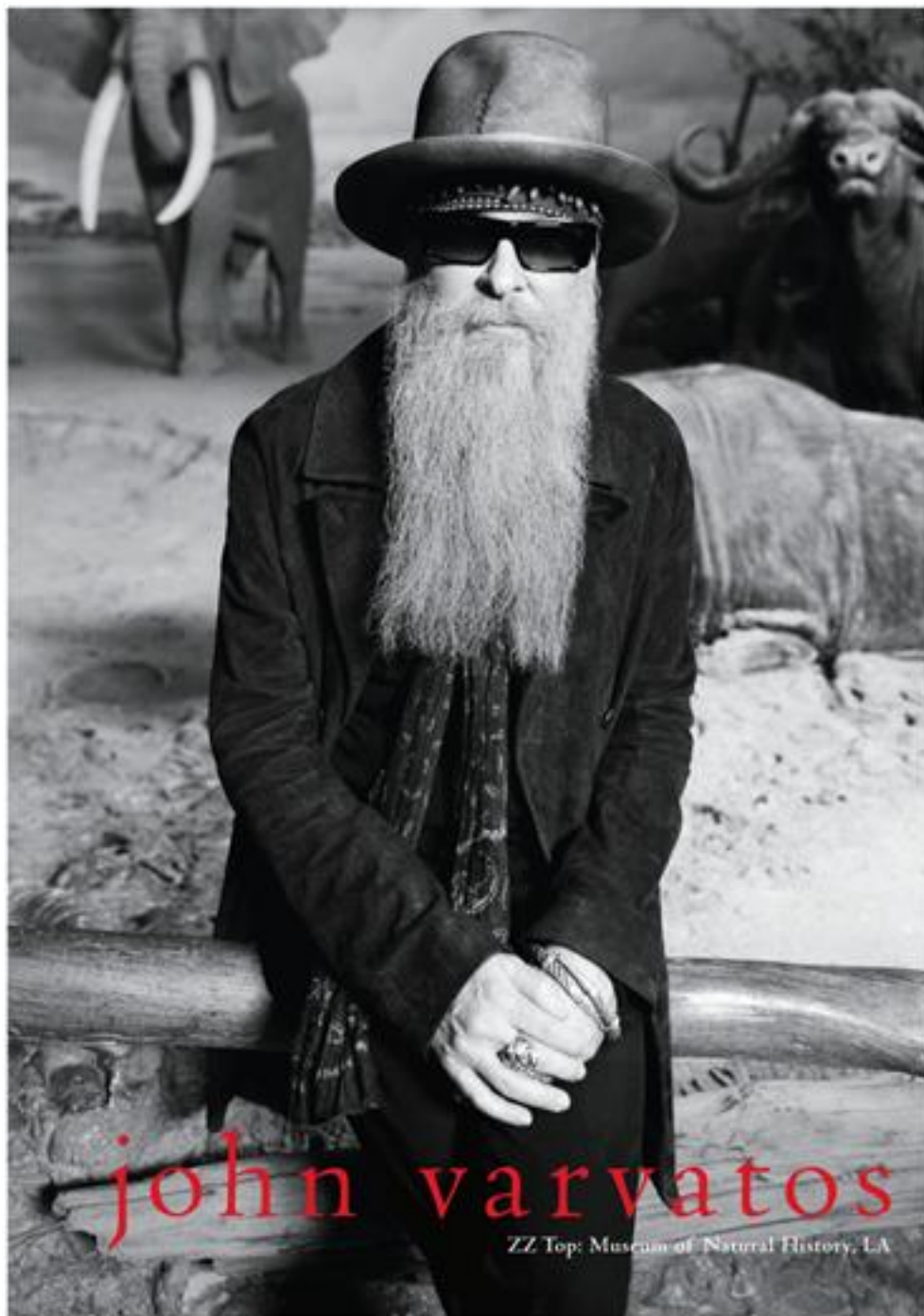
www.zztop.com
www.dannyclinch.com





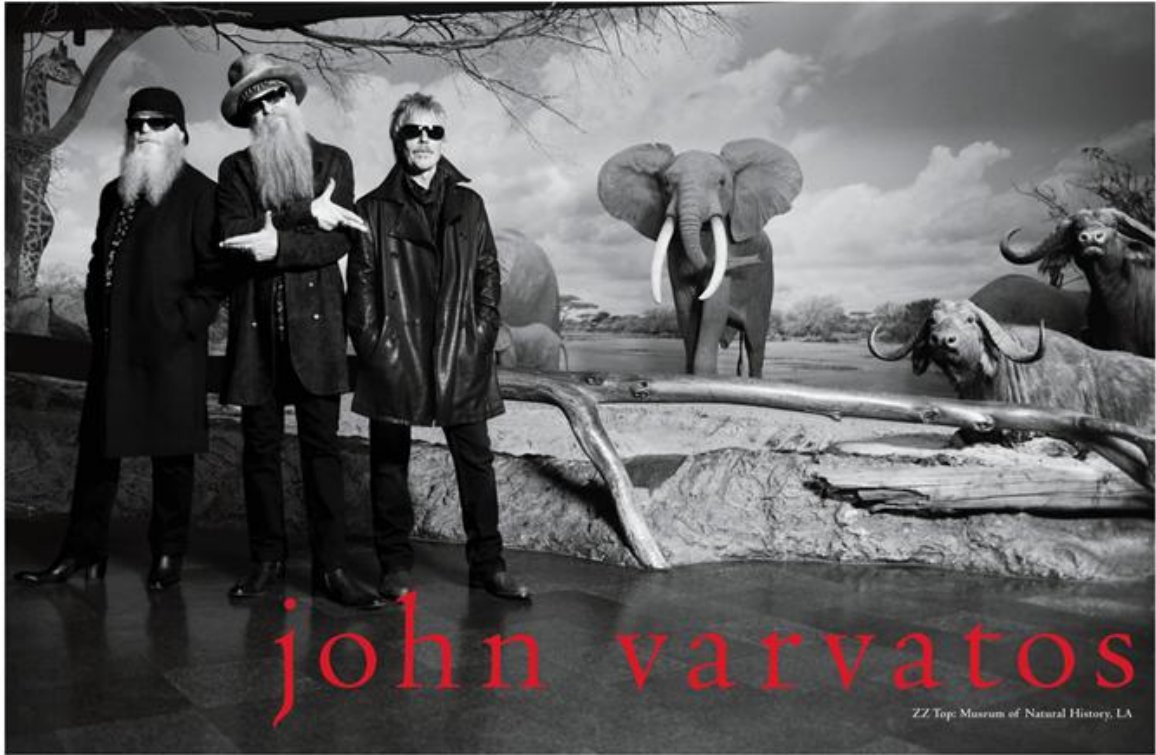
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