

JOHN VARVATOS ★ U.S.A.

JOHN VARVATOS TO LAUNCH JOHN VARVATOS ★ USA ACCESSORIES COLLECTION FOR FALL 2010

— FOR IMMEDIATE RELEASE

January 6, 2010 — New York, NY — Continuing its growth as a lifestyle brand, John Varvatos is pleased to introduce a full collection of leather goods for the John Varvatos ★ USA label, debuting in stores for the Fall/Winter 2010 season. John Varvatos ★ USA is geared to a younger sensibility than the designer's eponymous collection, with a preppy-meets-rocker style based on an "imperfectly perfect" appeal. Despite its youthful slant, it still features a very grown-up and meticulous attention to detail and highly innovative finishes. The new accessories collection, including belts, bags, small leather goods and accessories, will integrate seamlessly with the label's established look.

The new John Varvatos ★ USA accessories deliver strong design esthetic with many of the products featuring hand finishes. This is particularly noteworthy, given the line's very accessible price points. "This collection brings both design and value to our customers. It's not just about a price point though, it's also about giving this younger guy accessible options that he can really relate to." says Varvatos.

This is partly a reflection of the label's collaboration with highly regarded Cipriani Accessories. Varvatos continues, "The collaboration with Evan Mittman and his team at Cipriani has been very exciting. Their passion, skilled craftsmanship and understanding of my aesthetic are evident in each piece in the collection."

In keeping with Varvatos' signature approach to textiles and materials, all the fabrics and hardware for the ★ USA accessories are developed exclusively for the label. There are five groups, including caribou leather; antique calf; pebble grain; canvas; and a nylon/leather group that is silkscreened with typically irreverent ★ USA motifs: a skull, a guitar, a marijuana leaf. Another iconic symbol, the peace sign hand and flag, is used throughout the collection and stamped on the inside of wallets and used as a lining for bags.

The bags are hand-stitched in Italian leather, with raw-cut edges and chunky hardware that give an edge to their refinement. Wallets are made from soft skins but clip onto tough biker chains. Zippers, studs and hanging medallions featuring the peace sign, contribute just enough attitude to bracelets and belts, which are hand-stained with feathered edges. An element of some belts is a special "x-ray" detail, where studs are actually covered in leather for a unique look.

Price points for the collection range from \$65-\$550, with bags starting at \$150; small leather goods starting at \$68; and belts starting at \$65.

John Varvatos ★ USA accessories will be available nationwide in all John Varvatos boutiques and will receive double exposure from wholesale accounts, featured on main floors as well as shop-in-shops.

About John Varvatos

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. www.johnvarvatos.com

About Cipriani

Cipriani Accessories was founded in 1972. The company produces belts, small leather goods, gifts, bags and cold weather accessories for license partners including Lacoste, Calvin Klein, Guess and Michael Kors.

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