

john varvatos

JOHN VARVATOS ARTISAN THE LATEST FROM JV FRAGRANCES & SKIN CARE

- For Immediate Release

December 2008 – New York, NY. John Varvatos ARTISAN will debut in March 2009 as the latest addition to the designer's fragrance collection from JV Fragrances & Skincare, a subsidiary of Shiseido America Corporation. ARTISAN completes the trilogy of the John Varvatos men's fragrance portfolio and continues to build on the impact of this highly original lifestyle brand.

John Varvatos was closely involved with every step of the development of his new fragrance, so ARTISAN bears his imprint: the finely wrought details, the signature mix of old world craftsmanship and modern technique.

According to the designer, "Every aspect of my new fragrance, Artisan—from the carefully calibrated elements that comprise this unique scent to the handwoven flask that contains it—reflects the artisanal hand. The result is a truly timeless quality, one that evokes both my respect for the past and my vision of the future."

John's clothing design often references history as a point of inspiration, creating from it something entirely new. While conceptualizing ARTISAN, he set out to create a fragrance that would embody a sense of craftsmanship yet still exude modernity. John Varvatos ARTISAN does just that, bringing John's concept to life in a scent that alludes to his previous two fragrances, Classic and Vintage, but has its own distinctive appeal.

John Varvatos ARTISAN is redolent of the invigorating, untouched smell of nature. Fresh and intriguing, it conveys the freedom of a long summer weekend; the experience of the great outdoors in its purest, most simple form.

The ARTISAN bottle was inspired by the clean lines and casual elegance of a traditional flask. Its profile echoes the contemporary silhouette of the Classic and Vintage fragrances but, as with all John Varvatos fragrances for men, different textures create a striking new design. Handwoven rattan in a rich caramel color encases the flask, giving each bottle its own eclectic character. The metal cap with an antique blackened finish features a debossed logo. The result is an unmistakable sense of painstakingly crafted luxury that exudes its own unique charm.

Once again, John Varvatos partnered with Rodrigo Flores-Roux of Givaudan to create this signature scent. A masculine, contemporary and very personal take on the citrus theme, John Varvatos ARTISAN represents a merging of the classical citrus and herbal tonalities used in a traditional Eau de Cologne. The fragrance delivers a new riff on this classic theme, reinventing that familiar "splash" feeling by blending state-of-the-art, abstract perfumery notes for a refreshingly modern twist.

Top Notes: The scent opens with an electrifying citrus explosion. Drenched Sicilian clementines mix with juicy tangelo fruit from Florida, adding extra fizz to the festive smell of Mexican winter mandarin oranges. Toned and taut herbal accents of wild thyme, marjoram from Spain and Greek lavandin peek through.

Heart Notes: The heart of the fragrance is as innovating as it is inviting. It features solar floral notes of North African orange tree blossoms and Indian murraya, the generous orange jasmine tree, never before used in a men's fragrance. An interesting trio of ginger extracts provides an element of surprise: tingling fresh cut ginger roots from China and warm, mouth-watering Nigerian ginger absolute join the intriguing character of purple ginger, a Givaudan exclusive development.

Background: In the background, an ultramodern, abstract woody harmony supports the ongoing freshness. Givaudan's own woody specialties, Kephalis and Georgywood, join captive materials such as ambery Belambre and musky Serenolide, providing a high-tech finish that is both smooth and powerful.

Collection and Suggested Retail Prices:

- Eau de Toilette 125 ml (4.2 fl. oz.), \$75 US MSRP
- Eau de Toilette 75 ml (2.5 fl. oz.), \$55 US MSRP
- Deodorant Stick 75 g (2.6 oz.), \$22 US MSRP

The Eau de Toilette 4.2 oz. will preview exclusively with Nordstrom, the John Varvatos boutiques and at johnvarvatosfragrance.com in March. Neiman Marcus and Saks Fifth Avenue will launch Artisan in mid-March and the entire range will launch nationwide in approximately 900 upscale department and specialty stores in April. Shortly thereafter, John Varvatos ARTISAN will expand to key international markets.

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 JV Fragrances & Skincare

JV Fragrance & Skincare (formerly Zirh International Corp.) is a wholly owned subsidiary of Shiseido Americas Corporation. The JOHN VARVATOS brand launched in 2004, and is sold in 34 countries worldwide. www.johnvarvatosfragrance.com

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