

john varvatos

The Boys Are Back In Town: John Varvatos Features Franz Ferdinand in his Spring 2009 Ad Campaign

---For Immediate Release

November 25, 2008 – New York, NY --- With a nod to John Varvatos' ongoing international expansion, the brand's latest ad campaign features Glasgow-based band Franz Ferdinand. One of the most successful British exports in recent history, with a string of international hits, the band is poised to release its third album, *Tonight: Franz Ferdinand*. Lead singer Alex Kapranos (who splits his time between Europe and the U.S.), Nick McCarthy, Paul Thompson and Bob Hardy worked their infectious charm and signature cool in front of the camera in a classic New York locale.

This season's collaboration between John Varvatos; creative agency, Yard; and renowned music photographer Danny Clinch took its cue from Alex Kapranos' infatuation with classic Americana. "We were inspired by black-&-white photography of New York street scenes from the '40s through the '70s," says Stephen Niedzwiecki, Yard's creative director. "There was a juxtaposition of strength and vulnerability that really resonated with both Varvatos and Franz Ferdinand."

The campaign highlights the band's lighthearted spirit as the four lads order ice cream from a vintage Mister Softee truck. Danny Clinch took advantage of the beautiful weather, capturing sun-splashed moments in his gritty reportage style. "The guys were easygoing and fun-loving," says Danny. "They all jumped right in and were able to be really natural and playful even while wearing slim fitting suits."

Lead singer Alex Kapranos said, "John is a serious music fan, so it was nice to be asked to model his latest collection. We had a good laugh eating cone after cone with him and Danny Clinch in Harlem."

John Varvatos' lifestyle collection for men is known for richly detailed tailoring that references classic menswear in a very modern way. "Franz Ferdinand have a great sense of style and they are the perfect choice to express the sleeker mod-inspired edge of my spring collection," says Varvatos. Previous campaigns featuring Perry Farrell, Cheap Trick, Alice Cooper, Velvet Revolver, Iggy Pop, Chris Cornell, Joe Perry and Ryan Adams have served to underscore the brand's affinity for eclectic and iconic style makers. According to Stephen Niedzwiecki, "John Varvatos has an authentic connection to the world of rock 'n' roll, a legitimate relationship based on mutual admiration and shared references."

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. Clinch has shot the eight previous Varvatos campaigns. Casting is handled by Sharon Ainsberg of Starworks, the agency renowned in the fashion industry for connecting luxury brands with high profile talent.

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 lifestyle that includes belts, bags, footwear, eyewear, luxury skincare and fragrances (including women's), 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 U.S., as well as in better specialty stores throughout the world.

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