

john varvatos

JOHN VARVATOS ROCK VOLUME ONE THE LATEST FROM JV FRAGRANCES & SKIN CARE

—For Immediate Release

April 2009 – New York, NY – John Varvatos Rock Volume One will debut in June 2009 as the latest addition to the designer’s fragrance collection from JV Fragrances & Skincare, a subsidiary of Shiseido America Corporation. Rock Volume One is launching as the first of a limited edition series all inspired by music.

As with each of his fragrances, John Varvatos was intimately involved in the development of Rock Volume One. Inspired by the creative spirit and deeply original style of talented musicians, the designer credits his ongoing obsession with rock ‘n roll as the catalyst for his early interest in fashion. “Like a great song, the right scent can also trigger a secret memory,” says Varvatos. “Rock Volume One plays on the emotions and, like a classic melody, it only gets better with time.”

With music as a unifying theme of the brand, Rock Volume One is just one of the ways that John Varvatos pays tribute to his passion. The memorable ad campaigns for the main collection—shot by Grammy-nominated music documentarian Danny Clinch—have featured such legendary rockers as Iggy Pop, Alice Cooper and Velvet Revolver. These strong characters and their eclectic personal styles infuse Varvatos’ authentically detailed clothes with the same maverick spirit expressed in Rock Volume One.

The packaging for Rock Volume One emits an edgy, rocker vibe embodied by a series of classic icons. With their subtle allusion to a royal crest, these make reference to the trappings of rock’s finest, from their extreme belt buckles to their recording studios.

Music is also central to John Varvatos’ philanthropic efforts. He is an avid supporter of VHI’s Save the Music Foundation (VHI STM) that is dedicated to restoring instrumental music programs in public schools around the country. Rock Volume One fits seamlessly into this initiative, allowing Varvatos to further build upon the existing partnership with VHI STM Foundation to help raise awareness and money for this important cause. JV Fragrances & Skincare will donate \$1 from every Rock Volume One fragrance sale to VHI STM (guaranteed maximum donation of \$30,000 by December 31, 2009).

For Rock Volume One, John Varvatos again partnered with Rodrigo Flores-Roux of Givaudan, the collaborative perfumer for the John Varvatos fragrance collection. A surprising and edgy interpretation of John Varvatos Classic, this limited edition is an intricate blend of rose absolute and coffee beans with a new level of sensuality and a rock’n roll vibe. John Varvatos Rock Volume One brings Varvatos’ passion for music to life in a scent that evokes his original fragrance but has its own distinctive, hard-edged appeal.

The Eau de Toilette 4.2 oz. will preview exclusively with Bloomingdale’s, John Varvatos boutiques and at johnvarvatosfragrance.com in June. Nordstrom will launch Rock Volume One in September and shortly thereafter the limited edition will expand to approximately 900 upscale department and specialty stores across the country and key international markets.

Suggested Retail Price:

- Eau de Toilette 125 ml (4.2 fl. oz.), \$82.00 US MSRP

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, Limited Edition watches, 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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