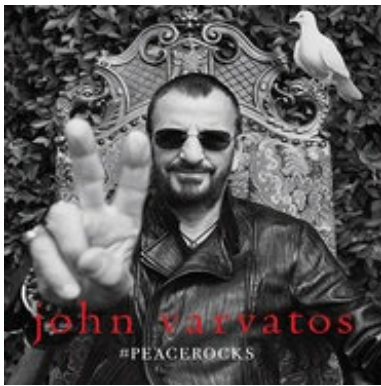


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John Varvatos features Ringo Starr to promote new collection

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Ringo Starr featured in John Varvatos video

By NANCY BUCKLEY

Menswear label John Varvatos is releasing a video for the fall/winter 2014 collection that corresponds with a broader social effort to raise money for the Ringo Starr Peace & Love Fund.

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Luxury Daily

The social video features Ringo Starr with several other celebrities playing drums, and a microsite explains his foundation along with the photo campaign featuring the hashtag #PeaceRocks. The combination of Ringo, his foundation and the hashtag campaign blended with the John Varvatos brand may generate awareness of the fall/winter 2014 collection.

"What I thought was really intriguing was first the quality which matches the brand itself, which is extremely high quality and second, the celebrities and the use of them," said Erik Pavelka, CEO and founder of [Martini](#), San Francisco, CA.

"I thought what they did, and not just how they shot it, but what they did with the celebrities matches the brand perfectly, it his high end, but hip high end, it's a little edgy," he said.

"If the guy who is buying John Varvatos is maybe older and has money, he definitely still

wants to think of himself as hip and that video, both with celebrity usage and execution drives very well to that brand message."

Mr. Pavelka is not affiliated with John Varvatos but agreed to comment as an industry expert.

John Varvatos was unable to respond by press deadline.

Ringo & Friends

The video begins with Ringo playing the drums as words across the screen announce that the video is a John Varvatos film starring "Ringo & Friends." Ringo speaks about his start with drums as various people, including Jimmy Kimmel, Chad Smith, Stephen Tyler, Matt Sorum, Jeremy Piven and John Varvatos step up to try the instrument.

Ringo informs the viewer that his dream was to play the drums and he received his first set at the age of 13 from his stepdad. The video continues with interludes of drum playing by Ringo and the other celebrities.



Ringo and others featured in video

The video is in black and white, and at the end Ringo and the others are shown holding the peace sign with their fingers. Across the screen viewers are encouraged to show their peace sign and informed that every photo shared with #PeaceRocks will spark a \$1 donation to The Ringo Starr Peace & Love Fund.

A microsite for the campaign has been established and a link for it is listed in the description of the YouTube video. The site features the images from both John Varvatos' Instagram and other participants.



Viewers are encouraged to share and tag #Peacerocks

The fund supports the non-profit David Lynch Foundation, which provides Transcendental meditation to inner-city students, women and children who have suffered abuse and veterans with post-traumatic stress disorder.

Embedded Video: [//www.youtube.com/embed/6y_O4lfun8s](http://www.youtube.com/embed/6y_O4lfun8s)

#PeaceRocks video

The video also launched the John Varvatos fall/winter 2014 collection campaign. On the brand's Web site the campaign images, the video and behind-the-scenes photos are displayed. Also, on Ringo's Web site, the video and a link to the microsite are posted.

Celebrity status

Celebrities often bring more attention to brands and are becoming more common in campaigns.

For instance, French fashion house Chanel took consumers inside its photo shoot with actress Kristen Stewart to satisfy the desire for insider access.

Chanel shared the highlights of the filming process for its Métiers d'Art Paris-Dallas collection campaign in a two-minute video. Consumers look to brands' social media for access to celebrities and events they would usually be left out of, and this video provided that look into the inner workings of the fashion brand ([see story](#)).

Also, French fashion house Balmain released images of its spring 2014 print ad campaign featuring pop star Rihanna to generate buzz for the label among both brand enthusiasts and fans of the singer.

Balmain posted five campaign shots across its Facebook, Instagram and Twitter accounts, and Rihanna, full name Robyn Rihanna Fenty, did the same, leveraging her own network of 30 million followers. By teaming up with a celebrity who has a massive fan base, Balmain is able to introduce itself to new potential consumers ([see story](#)).

The partnership with a celebrity offers a brand an automatic marketing platform. If the celebrity tweets, blogs or posts about the campaign, the brand most likely reaches at least a few thousand extra potential consumers.

"The lack of branding in the photo campaign is because it is for a good cause and you definitely want to keep the branding understated, it shouldn't come across overly as a Varvatos which could potentially take away from the good cause, it was extremely tastefully done," Mr. Pavelka said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/0YG2mmbC-EY](https://www.youtube.com/embed/0YG2mmbC-EY)

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