

EVENTS/CAUSES

John Varvatos set to close New York Fashion Week: Men's

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John Varvatos fragrance collection

By STAFF REPORTS

U.S. menswear label John Varvatos will join The Council of Fashion Designers of America's New York Fashion Week: Men's to showcase his spring 2016 collection.

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The standalone week will showcase American men's fashion at Skylight Clarkson Square in SoHo. John Varvatos will be the last runway show at the event in July with his first show in the city since 2008.

Male fashion

As an American designer, Mr. Varvatos is from Detroit and recently opened a store in his home city. His brand originally showed in New York, but after eight years he was looking to expand his audience globally.

Set to open in spring 2015, the boutique will be located in the Michigan city's downtown district. Mr. Varvatos selected Detroit for its first Midwest boutique to take an active role in the city's ongoing resurgence ([see story](#)).

In the wake of the new store opening, he decided to bring his show back to New York, likely to drive focus back to his American audience.

John Varvatos will close the show, but Tommy Hilfiger, Calvin Klein Collection, Michael Kors and others will also showcase their new collections.

Steven Kolb, CEO of the CFDA, said in a branded statement, “John Varvatos is quintessentially American, a leading menswear brand, a global success, and the CFDA is proud to welcome John back home. Having him show during New York Fashion Week: Men’s solidifies our efforts and emphasizes the importance of New York City as an international influence on the business of menswear.”

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