

APPAREL AND ACCESSORIES

## John Varvatos heads on tour to fete Moscow boutique opening

June 3, 2016



*Brand founder John Varvatos in Moscow*

By STAFF REPORTS

Menswear label John Varvatos' namesake founder spent 24 hours in Russia as the brand geared up to celebrate its first store opening in the country.

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John Varvatos, despite economic uncertainty in Russia, announced plans to open a Moscow boutique in December 2015. The boutique, located in the Crocus City Mall, was scheduled to open in March ([see story](#)), but the brand is just now feting its official entrance into the Russian market.

### 24 hours in Moscow

The 24-hour tour of Moscow was shared by John Varvatos on its social channels over the course of a few days. The travel journal-type content includes black-and-white imagery of the city and its cultural landmarks ranging from the Krymsky Bridge and the Kremlin to a former chocolate factory and record store that Mr. Varvatos visited.

Time stamps on the photos tell of Mr. Varvatos' exploration of Moscow and help the consumer to feel more involved with the brand's new journey. Also, the aesthetic of the photographs and the places visited reflect the John Varvatos image and rocker vibe.



*John Varvatos exploring Moscow's Red Square*

John Varvatos kicked off the store's official opening on May 20 with a performance by Russian band B-2.

The entirety of the trip was then captured in film, using a B-2 song as its soundtrack, with live footage interspersed between the store opening and exploring the city. Mr. Varvatos' travels and experiences while in Moscow act as look book for consumers as well, giving glimpses of its style in a realistic setting.

John Varvatos' Moscow boutique is the brand's 25th store, and the menswear label is not alone in seeing Russia's potential even if the country's economic forecast says otherwise.

Italian jeweler Bulgari, for example, is bringing its hospitality brand to Moscow.

Bulgari is working with Russian real estate investor Alexei Bogachev to develop its first hotel in the Russian capital. The announcement came a day after Bulgari opened its second storefront in Moscow, despite the Russian market's poor performance in recent months ([see story](#)).

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