

APPAREL AND ACCESSORIES

## John Varvatos unites Guns N' Roses fans with Hollywood pop-up

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*Image courtesy of John Varvatos*

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By STAFF REPORTS

As Guns N' Roses' North American tour makes its way to Los Angeles, U.S. label John Varvatos is outfitting fans with a pop-up shop.

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The band's Not In This Lifetime tour marks the first time since 1993 that original bandmates Axl Rose, Slash and Duff McKagan are performing together. To celebrate the occasion, John Varvatos has created a special capsule collection of merchandise in partnership with the group.

Together again

Guns N' Roses was founded in 1985. The band's debut record reached number one on the Billboard 200 in 1988, and its six albums have had 100 million in sales.

Over the years, the group changed as band mates left and were replaced by other musicians. Now, with three quarters of the original group back on stage together, fans are eager to see them perform again.

John Varvatos is honoring this event with a pop-up shop at its West Hollywood, CA store, which was promoted on its own channels as well as Guns N' Roses' social accounts. From 3 p.m. to 7 p.m. PST on Aug. 18, consumers will be able to attend a kick-off event with a DJ set, door prizes and ticket giveaways.



*Leather jacket painted by Timothy LeNoir for Guns N' Roses available at a John Varvatos pop-up*

The first 50 people who arrive will receive a limited-edition event t-shirt. Consumers can also enter to be one of two people who will win a package that includes two concert tickets and a Welcome to the Jungle Pit Experience, which is valued at \$2,000.

A similar event was held at John Varvatos' store in New York store, which used to be CBGB.

Music, particularly rock 'n' roll, is a core part of the John Varvatos brand image. This comes across in the brand's marketing efforts.

John Varvatos is looking to dress the world's next big rock star through a new app geared toward emerging fashion and musical talents.

The brand is working with talent discovery platform Feels, which has recently launched a mobile application on which aspiring musicians can upload their songs, with one lucky aspirant being selected to perform at Metropolis Studios and sign a record deal. The partnership is in line with the music-heavy image Varvatos has already cultivated, in part by dressing Alice Cooper, Iggy Pop, Dave Matthews and others in its advertisement campaigns ([see story](#)).

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