

APPAREL AND ACCESSORIES

John Varvatos taps Nick Jonas as campaign star, collaborator

January 23, 2018



Nick Jonas modeling pieces from the JV x NJ collection. Image credit: John Varvatos

By STAFF REPORTS

U.S. menswear label John Varvatos is kicking off a long-term collaboration with singer and actor Nick Jonas, starting with its spring/summer 2018 campaign.

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The label's eponymous designer and Mr. Jonas struck up an organic friendship, which has led to the first-of-its-kind capsule collection. While John Varvatos often looks to the music industry for inspiration and collaborators, this partnership is more extensive than most of its prior efforts.

Campaign to collaboration

Mr. Varvatos and Mr. Jonas connected over a shared affection for music, fashion and philanthropy.

Mr. Jonas stars in John Varvatos' spring campaign. Centered on the singer's inspiration of New York, the campaign shows the performer on-stage and on the streets.

John Varvatos Spring/Summer 2018 Campaign Featuring Nick Jonas #JVxNJ

Launching alongside the campaign is the first piece of a capsule collection. The JV x NJ limited-editions will be released in a series of drops.

Central to the co-designed pieces is the city of Detroit, where Mr. Varvatos spent his earliest years. Mr. Jonas is also inspired by Detroit's music and cultural scene.

Pieces in the capsule include knitwear and leather jackets. The first drop includes a hoodie and T-shirt featuring a tiger motif and the phrase "Rock City," an homage to Detroit.

Mr. Jonas is the latest John Varvatos brand face to come from music, joining the ranks of Hozier, Ringo Starr and Machine Gun Kelly ([see story](#)).

British fashion label Burberry similarly translated its mutual admiration with Chinese Canadian musician Kris Wu into a design partnership.

Building on its long-term relationship with the artist, Burberry is releasing a collaborative collection of pieces that reflect both Mr. Wu's personal style and the brand's aesthetic. With established perspectives on fashion and style, music artists have been popular design collaborators for brands ([see story](#)).

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