

ARTS AND ENTERTAINMENT

## John Varvatos puts focus on storytelling in film, TV partnership

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*John Varvatos is getting into film and television production. Image credit: John Varvatos*

By SARAH JONES

U.S. fashion label John Varvatos is taking its focus on culture to the screen as it joins forces with a production company for film and television content.

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Through a joint venture with Network Entertainment Group, John Varvatos will collaborate on original content about fashion, music and pop culture. After launching a record label and producing concerts, this marks a further move into arts and entertainment for the brand.

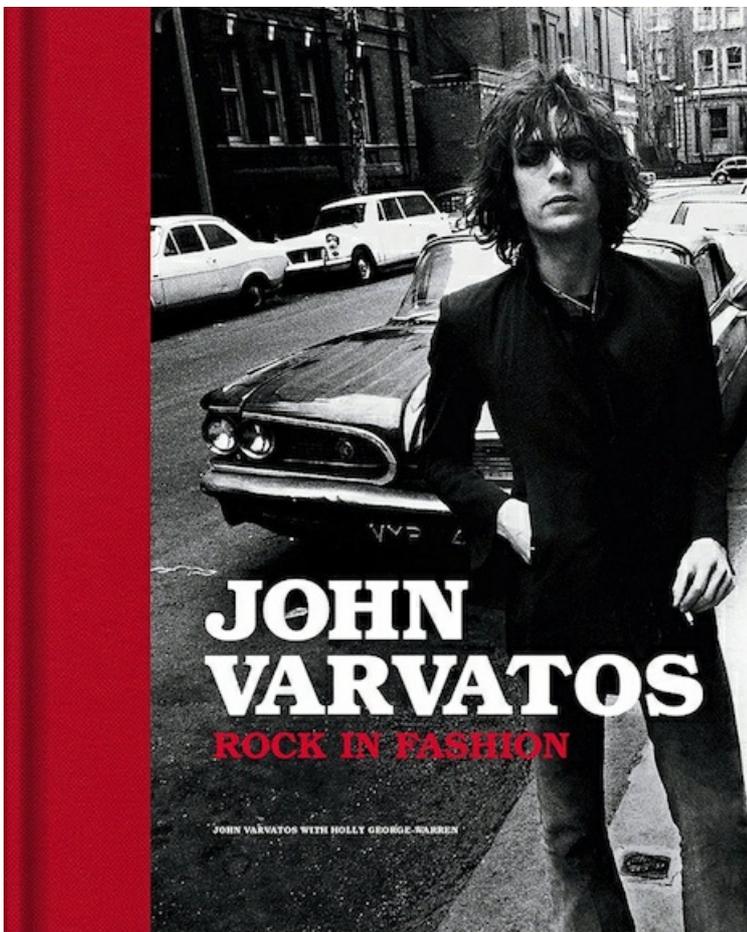
**John Varvatos** was reached for comment.

### Production plan

Network Entertainment, owned by producer Derik Murray, has been behind a number of recent documentaries including profiles of personalities including Johnny Cash, Steve McQueen, Martin Luther King, Jr. and President John F. Kennedy, Jr. The company's documentary series "Facing" on National Geographic's television channel tells the stories of those who faced feared individuals, whether Mohammad Ali in the boxing ring or Saddam Hussein.

Along with achieving record ratings, Mr. Murray's storytelling has been recognized by the voting bodies of the Emmy Awards and the Academy Awards.

Together with John Varvatos, Network Entertainment will create premium content that will be distributed globally on different platforms. One of the first projects from the joint venture will be a series based on the book "John Varvatos: Rock in Fashion."



*Cover of John Varvatos: Rock in Fashion. Image credit: John Varvatos*

The partners will also work on merchandising, publishing, sponsorships and special events.

"My lifelong passion with music, and the eclectic style of the many artists I admire, was the catalyst for my interest in fashion, and my love of film and photography is a natural extension of my spirit of creativity," said John Varvatos, founder and chief creative officer of his eponymous label, in a statement. "The opportunity to partner with Derik Murray in creating and delivering unparalleled content to a global audience ensures that our collaborations will be crafted with superior quality that is the hallmark of Network Entertainment's work, which in turn delivers the foundation to co-create works of lasting importance that speak directly to my ambitions."

Prior to this joint venture, John Varvatos already had a hand in entertainment. Mr. Varvatos had appeared on television as a mentor on reality competition show "Fashion Star."



*Big Machine Label Group President/CEO Scott Borchetta and fashion designer John Varvatos. Image courtesy of Big Marchine Label Group*

The company also established itself as an authority on music with a venture that goes beyond just a sponsorship.

John Varvatos and independent music label Big Machine Records teamed up to create a record label headed by the

designer. Starting off with signing rock band Badflower, the label looks to focus on true rock and keep it alive ([see story](#)).

In development

As content becomes an even more valuable tool for luxury marketers, many brands are stepping into the producer role.

Miu Miu's Women's Tales series has commissioned 15 films by female directors, including Chlo Sevigny and Dakota Fanning. Premiering during film festivals and fashion weeks, these shorts are more focused on narrative than overt promotion of the label ([see story](#)).

Similarly, jeweler David Yurman is expanding on its corporate efforts to empower women by executive producing a documentary.

The feature-length film, which has the working title "Gender in Hollywood," aims to shed light on discrimination and lack of opportunities for women in the entertainment industry. David Yurman has an executive committee that is approximately three-quarters female, and almost seven in 10 of its workers are women, making this an issue that hits close to home ([see story](#)).

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