

FRAGRANCE AND PERSONAL CARE

John Varvatos, Nick Jonas further collaboration with new scent

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Designer John Varvatos and Musician/Actor Nick Jonas co-host launch party for their new fragrance collaboration JV x NJ. Image credit: John Varvatos

By STAFF REPORTS

U.S.-based fashion label John Varvatos is continuing its relationship with musician with Nick Jonas through a new fragrance.

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The two are releasing a collaborative fragrance for men under the name JV x NJ. Currently, the scent is available at Nordstrom, but distribution will expand to other retailers this fall.

Fragrance collaboration

The JV x NJ fragrance is featured in a flask bottle with a custom pearlized midnight-blue lacquer the label hopes will come across as classic but edgy. For its rock 'n' roll aesthetic, the bottle is also fitted with a gunmetal dog-tag and hex-nut cap engraved with JV x NJ.

"Working with John has been such an incredible experience," Mr. Jonas said in a statement. "His knowledge and passion for fragrance were eye-opening and infectious."

"We wanted to create something that not only spoke to us but also represents guys today who can do it all," he said.



john varvatos **NICK JONAS**

The new logo for the collaboration. Image credit: John Varvatos

Both the namesake founder Mr. Varvatos and Mr. Jonas revealed the collaboration at an evening event in New York on Aug. 8.

"A creative collaboration between John Varvatos and Nick Jonas, JV x NJ is a dynamic, irresistible fragrance that captures the upbeat energy of the city as dusk settles and nightlife comes alive," said the label in a statement. "A moment revealed through the eyes of one of the most iconic young musicians."

The U.S. fashion label also recently took its focus on culture to the screen as it joined forces with a production company for film and television content.

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 ([see story](#)).

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