

NONPROFITS

John Varvatos raises money through its connection to music

January 17, 2019



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

By STAFF REPORTS

U.S.-based fashion label John Varvatos is continuing to support a mission to provide nutritious meals for those living with severe illnesses by bringing back its benefit concert.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Playing off of the label's love for music, the menswear brand is hosting its third annual Love Rocks NYC concert, in partnership with God's Love We Deliver. In addition to a variety of well-known musicians, a lineup of celebrities will also act as hosts for the night.

Playing for love

Presented by God's Love We Deliver Board of Trustees member Greg Williamson, along with the fashion label, Love Rocks NYC will also be celebrating the nonprofit organization's 34th anniversary.

Since its birth in 2017, the concert has helped raise more than \$5 million for the organization and hopes to continue to do so.

Rock, pop, soul and blues artists will fill out the concert's lineup, including Led Zeppelin's Robert Plant, Sheryl Crow, Hozier and ZZ Top's Billy F Gibbons.

Celebrities such as Whoopie Goldberg and Martin Short will act as emcees for the night and a house band will include CBS Orchestra's Paul Shaffer, Saturday Night Live's Shawn Pelton, musician for James Taylor and Eric Clapton Steve Gadd, Levon Helm and Bob Dylan band member Larry Campbell, Jackson Browne's Jeff Young and Eric Krasno.

Late Show announcer Alan Kalter will act as the "voice of God" for the night.



John Varvatos at last year's Love Rocks NYC

Sponsors include RJKB Family Charitable Foundation, Steven & Alexandra Cohen Foundation, Jonah Disend, CAA-GBG, The Campbell/Ribbecke Family, Douglas Elliman, DK Display Corp., Valerie Dillon & Daniel Lewis, Pandora, Gramercy Tavern and Shake Shack. Official media sponsors *The Wall Street Journal*, iHeart Media, Cond Nast and Q104.3 Radio will also be supporting the event.

Tickets are available on Ticketmaster on Friday, Jan. 18 at noon EST.

John Varvatos recently continued its relationship with musician with Nick Jonas through a new fragrance, in another venture into the music scene.

The two are released a collaborative fragrance for men under the name JV x NJ. At launch, the scent was available at Nordstrom, but distribution has expanded to other retailers this past fall ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.