

APPAREL AND ACCESSORIES

John Varvatos turns spring campaign into family affair

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Image from John Varvatos' spring campaign. Image credit: John Varvatos

By STAFF REPORTS

U.S. menswear label John Varvatos is communicating a message of togetherness in an advertising campaign that stars a real family.

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For the spring/summer 2019 effort, the label cast longtime brand ambassador Gary Clark, Jr. and his family. Centered on the theme "indivisible," the campaign uses family portraits to reflect a broader ideal of a united nation.

Family ties

In the ads, Mr. Clark is pictured with his wife Nicole Trunfio and their two children. Candid and posed shots find the foursome exploring the outdoors.

While Mr. Clark wears this season's collection from John Varvatos, his wife wears vintage attire. Amid the landscape, the only set dressings are pieces of traditional furniture, adding a timeless touch.

[View this post on Instagram](#)

Introducing Gary Clark Jr. and his family as the faces of the John Varvatos Spring 2019 Campaign #JVIndivisible
@garyclarkjr @nctrunfio

A post shared by John Varvatos (@johnvarvatos) on Jan 28, 2019 at 11:33am PST

Instagram post from John Varvatos

Much like the "indivisible" theme of the campaign, Mr. Clark's music is a mix of blues, contemporary soul and hip-hop.

After expanding its casting, John Varvatos fans took to social media to voice their interest in children's wear and women's wear designed by the brand.

Even without moving directly into women's wear, this campaign may help to get the attention of female consumers. Other menswear brands have reached out to women without changing their lines.

For instance, Cerruti 1881 branched out into genderless fashion as consumers increasingly shop based on style rather than sex.

Cerruti's #ShareWardrobe concept positions dressing as a couple's activity, prompting shoppers to share their love by mirroring their closets. While Cerruti has traditionally catered to men, the growing agender fashion sensibility has opened the door for the label to reach a wider consumer base ([see story](#)).

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