

APPAREL AND ACCESSORIES

John Varvatos brings Game of Thrones fashion to life

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John Varvatos' Game of Thrones collection. Image credit: John Varvatos

By STAFF REPORTS

U.S. menswear label John Varvatos is joining the throngs of brands who are tapping into the final season of HBO's "Game of Thrones" series.

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The cult television show has consumers abuzz with bittersweet excitement for its last season. Working with the show's creator, John Varvatos has designed a collection of 11 pieces, all embodying the "Game of Thrones" essence with a variety of nods to the show.

"From the very first episode, I have been inspired by the incredible costumes in Game of Thrones," said John Varvatos, founder of the brand, in a statement. "To have this opportunity to collaborate is a dream come true."

Enter the Realm

John Varvatos boutiques and its online shop will sell the collection, along with an exclusive deal through Bloomingdale's in the United States, Harry Rosen in Canada and El Palacio in Mexico.

A special night at the John Varvatos store in New York, titled Enter the Realm, will kick off the collection.

Graphic T-shirts, outerwear, bags and pullover shirts are all part of the collection, including a hand-dyed leather jacket and many pieces with the Iron Throne symbol featured.

Prices start at \$98 for smaller pieces such as the graphic tee, but can range up to \$2,698 for the leather jacket.

Many brands have collaborated with "Game of Thrones" on limited-edition collections, as the show elicits such excitement from fans as well as great design inspiration.



John Varvatos' Winterfell jacket. Image credit: John Varvatos

"As we prepare for the final season of Game of Thrones,' we wanted to celebrate with an incredible collaboration for a clothing line inspired by the show," said Jeff Peters, vice president of licensing and retail at HBO, in a statement. "John Varvatos has delivered a stunning collection of high-quality pieces that are fashionable and wearable, while capturing the show's essence through its details and ornate design."

Scottish whisky distiller Johnnie Walker also teamed up with the series for a new "Game of Thrones"-themed scotch called White Walker.

Named for the iconic and mysterious creatures from the hit fantasy television show on HBO, the new scotch is aimed at customers who enjoy high-end scotch as well as fans of the show. An accompanying social media campaign promotes the partnership ([see story](#)).