

APPAREL AND ACCESSORIES

John Varvatos collaborates with hotel for uniform design

March 28, 2019



John Varvatos designs new uniforms for the Dominick hotel. Image credit: The Dominick

By STAFF REPORTS

U.S. menswear label John Varvatos is breaking into the hospitality sector, designing a uniform for the staff of a luxury hotel.

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New York hotel The Dominick is giving its associates a uniform upgrade with a new collection from the fashion designer. The designs, specifically made for The Dominick hotel, are part of John Varvatos' Made to Measure program.

"Partnering with best in class brands have been a key part of the success of John Varvatos," said Mark Brashear, president and CEO of John Varvatos Enterprises, in a statement. "The Dominick Hotel uniform partnership is another example of how the world of John Varvatos can come to life.

"We are thrilled with how the Made to Measure uniforms have turned out and excited to be a part of this chapter of The Dominick Hotel," he said.

Designing the uniform

The Made to Measure program is John Varvatos' bespoke service.

John Varvatos designed the collection for the New York hotel with its specific minimalist style in mind. Varying styles of the design, an electric blue wool suit with a bird's eye vest, lined with a deep red hue and Signature Tailored casted buttons with an antique finish, will be featured.

White cotton shirts and silk ties will also be included in the new uniform, with each staff member wearing a specific combination of the pieces based on their role. Roles such as doormen, front desk associates, bellmen, in-room dining and mini bar teams are some of the varying categories of roles at the hotel.

All hotel associates will be wearing the collection starting this month.



The Dominick associates will be fitted in John Varvatos designs. Image credit: The Dominick

"As The Dominick continues to evolve as an independent luxury hotel, we are thrilled to partner with John Varvatos, a designer and lifestyle brand that truly embodies the style and aesthetic of our property uptown elegance with a downtown edge," said Dant Hirsch, general manager of The Dominick, in a statement. "Since debuting as The Dominick a year ago, we are embracing curated experiences, programs and amenities and the freedom to push boundaries.

"In working with Varvatos, we strived to collaborate on a design silhouette that would enhance our brand identity and intrigue our guests," he said.

In another interesting collab, the label joined the throngs of brands who are tapping into the final season of HBO's "Game of Thrones" series.

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 ([see story](#)).