

MULTICHANNEL

John Varvatos targets music enthusiasts via spring/summer campaign

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By ERIN SHEA

Menswear label John Varvatos is targeting music enthusiasts through its spring/summer campaign that features Rock and Roll Hall of Fame inductee Jimmy Page and musician Gary Clark Jr.

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Luxury Daily

The new campaign is being pushed through images and a video that are shown on the brand's Web site and social media. The campaign shows off the new collection, but also highlights the musical talents of both Mr. Page and Mr. Clark.

"The decision to feature Jimmy Page and Gary Clark Jr. in the 2013 campaign continues to reinforce the brand's uniqueness and authenticity," said Karen Creamer, president of [K2 Brand Consulting](#), Overland Park, KS. "The real power of the 2013 campaign is the contrast between the new up-and-artist Gary Clark Jr. and the established legendary performer Jimmy Page.

"The celebration of authentic musical talent gives the brand incredible consistency and presence in the marketplace," she said. "Also, being known for creativity in music and creativity in fashion is a powerful idea to establish in the minds of your consumers.

"Giving customers a rewarding experience through imagery, film and music adds

credibility and relevance to the brand.”

Ms. Kreamer is not affiliated with John Varvatos, but agreed to comment as an industry expert.

John Varvatos was unable to comment directly.

Private performance

The campaign video was shot in black-and-white. It begins with Mr. Clark on stage about to start a performance as Mr. Page is riding in a car.

Both men wear John Varvatos apparel.

Next, Mr. Clark is shown playing an acoustic version of “When My Train Pulls In” to an empty room at the Rivoli Ballroom in London.

Mr. Page continues to walk down the streets of London and heads toward the venue for the private performance.



Gary Clark Jr.

Mr. Page reaches the door of the Rivoli Ballroom and the screen cuts to black just as he is about to open the door. Then, the brand logo appears.

John Varvatos spring/summer 2013

The images from the campaign show the two men standing side-by-side. They were shot at the same location as the video and are also in black-and-white.



Spring/summer campaign image

John Vavatos has been heavily pushing the images from the collection on its social media pages.

The brand's Facebook page includes a cover images from the new collection and an album of images from the shoot



John Varvatos' Facebook page

The two well-known musicians in the campaign will likely help John Varvatos' new collection stick out from the other spring/summer lines.

"Rock and roll used to be music for the younger generation, but that generation has grown up, so today it is music genre with a fairly broad appeal," said Al Ries, chairman and co-founder of [Ries & Ries](#), Roswell, GA.

"In marketing, it is always smart to maintain a similar approach for decades, not just years, so continuing his association with rock musicians is a good strategy for John Varvatos," he said.

Guitar heroes

This is not John Varvatos' first time working with icons in the music industry.

In 2011, the brand paired with upscale audio company McIntosh Laboratory to build brand awareness and display products through the celebration of the upcoming album from rock band Jane's Addiction at Soho House in Los Angeles' West Hollywood district.

Jane's Addiction's new album "The Great Escape Artist" was played on McIntosh speakers during the event for celebrities, press and various customers of the brands ([see story](#)).

The brand has also collaborated with Paul Weller and Miles Kane, Green Day, Franz Ferdinand, Perry Farrell, Alice Cooper, Iggy Pop, Chris Cornell, Joe Perry, Ryan Adam and Slash.

Calling on well-respected musicians to represent the brand helps to reinforce the lifestyle aspect and potentially gain new customers who are music enthusiasts.

"John Varvatos has recognized the tremendous influence of music on fashion by showcasing musicians in his advertising campaigns for 17 seasons," K2 Brand Consulting's Ms. Kreamer said.

"The expression of the brand through artistic imagery and short film moves the campaign beyond advertising and into a brand experience, providing access to the rock-and-roll lifestyle through clothing and accessories," she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/F9eoDn_OhNM