

john varvatos

VARVATOS TAKES THE STAGE AT 315 BOWERY

New Boutique Opens in the Original Birthplace of Punk

— For Immediate Release

April 2008 -- New York, NY – The first week of April John Varvatos Enterprises will throw open the doors to it's newest location at 315 Bowery in New York City, a space that formerly housed the seminal underground music club CBGB's. Varvatos pays tribute to the music heritage of this legendary site, which dovetails nicely with his personal passion for rock & roll that is often expressed in his acclaimed menswear collections.

The 3,300 square foot space was turned over to John Varvatos virtually empty save the four walls, and the choice was made to leave what remained essentially intact. The footprint of the storefront is relatively unchanged. The new awning echoes the shape as the one known to club goers. Inside, the walls remain untouched and are still inscribed with graffiti and hung with the original concert posters, stickers and band fliers. The vibe is also familiar, with a black ceiling and atypical theatrical lighting creating a dark, moody environment.

An enthused John Varvatos reveals, "I am beyond excited about this new concept store at 315 Bowery. The space itself has such an amazing history and we intend to do it right by making this store a cultural experience for all rock music lovers. We will have an amazing collection of memorabilia, vinyl records and the finest selection of vintage 1970's audio equipment in NYC. We will also host concerts for up-and-coming artists through an artist development fund. As CBGB's was a unique arena for the music scene, this store will be the same for fashion and rock & roll. They have always been intertwined and here they will live together!"

As with every Varvatos-curated space, furnishings and fixtures are largely found objects and vintage pieces that exhibit a distinct character and the patina of authenticity. A 25-foot mahogany bar reclaimed from its former life in a pub on 14th Street (and prior to that in a Bowery bar) sits in

front of four majestic antique stained glass windows. Vintage rolling racks hold the clothing collections, augmented by a carefully sourced selection of vintage denim, leather jackets, rock-tee's, accessories, and boots. In addition, John has scoured the globe to create a special offering including relevant music memorabilia, his own collections of rare vinyl and picture discs, books and 1970's audio equipment. A stage has been constructed to house occasional in-store performances in a salute to the place **where underground rock lives.**

CBGB OMFUG (Country, Blue Grass and Blues and Other Music For Uplifting Gormandizers) was founded in 1973 and quickly forsook its namesake musical styles to become a forum for rock and punk bands including Blondie, Talking Heads, Television, Patti Smith Group, Richard Hell & the Voidoids, The Ramones, and Green Day. The club closed in October 2006. The final show on its stage was performed by Patti Smith.

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire lifestyle that includes belts, bags, footwear, eyewear, luxury skincare and 3 fragrances (including one for women), as well as the younger, edgier John Varvatos « USA Collection and Converse by John Varvatos, clothes for guys and girls. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ's "Designer of the Year" in 2007. The collection is distributed in six freestanding John Varvatos boutiques in the US, as well as in better specialty stores throughout the world.
www.johnvarvatos.com

John Varvatos Bowery

315 Bowery

New York, NY 10003

212-358-0315

Store Hours:

Noon to nine daily

Noon to six Sunday