

# john varvatos

**VARVATOS BRINGS ITS BOWERY ACT TO LAS VEGAS**  
New Boutique Opens in the Hard Rock Hotel & Casino this September

---For immediate release

August 26, 2009 — New York, NY — John Varvatos Enterprises is pleased to add its second John Varvatos Bowery NYC concept store to its growing roster of free-standing stores, bringing the grand total to ten. This latest incarnation is located inside the newly renovated Hard Rock Hotel & Casino in Las Vegas. Inspired by the authentic vibe of the original Bowery boutique (housed in a space that once was the home of seminal underground music club CBGB's) and by the rich musical history of the Hard Rock, the new Bowery NYC is a subtle and sophisticated counterpoint to the standard glitz of Las Vegas.

Like the New York Bowery space, the 3,000 square-foot Hard Rock boutique is a venue where fashion and music can live and groove together. Since John Varvatos' early days in Detroit, his exposure to the unique and edgy personal style of rock icons from Alice Cooper to The Who inspired the designer and influenced the evolution of his eclectic sensibility. The Bowery NYC concept is close to Varvatos' heart and represents an opportunity to fully express his personal passions. The designer is excited about creating a new and special version of this concept specifically with Las Vegas in mind and looks forward to bringing it to life in other locations equally steeped in musical culture.

"Beyond my vision of fashion, I feel like we're also bringing a unique bit of rock 'n' roll culture to Las Vegas. We'll be hosting great events like live concerts, record release parties and live broadcasts of my "Born in Detroit" show on Sirius, so it will be a gathering place for both fans and artists," said Varvatos.

The store features a stage similar to the one in the New York City Bowery location, with top-of-the-line gear including a backline provided by Gibson Guitars, Marshall amplifiers, Yamaha drums and Zildjian cymbals. The stage and equipment will be used not only for planned events like the opening party, but also for impromptu jam sessions from visiting rockers, stars and shoppers alike.

In addition to all three John Varvatos brands (Collection, Star USA and Converse), the new store is the exclusive Nevada dealer of James Trussart guitars. Made from custom shaped metals, these high-end guitars have landed in the hands of well-known collectors such as Billy Gibbons of ZZ-Top, Joe Perry of Aerosmith, and Rick Neilson of Cheap Trick.

The Bowery NYC store will also showcase an extensive offering of vintage vinyl records and audio equipment; handcrafted rock-influenced jewelry; and vintage clothing, including rare denim, leather jackets, concert tees, belts and boots.

As is often the case in Las Vegas, the space is new, but the Varvatos team has infused this location with the character and patina long associated with the brand. Found objects from Paris flea markets handpicked by Varvatos himself include enormous blackened steel doors and a gigantic factory fan transformed into a table top; vintage smoky mirrors and chandeliers; and industrial stage lights. The walls will feature only the rarest of show posters for some of the biggest names in rock 'n' roll, as well as familiar and unpublished work from some of the world's most respected rock photographers including Jim Marshall, Danny Clinch and Mick Rock.

There will be a 30 ft. video wall that will play host to the most iconic rock videos of all time, in addition to being a background for live performances, through various camera angles and multi media light shows.

The honest design of the new storefront exposes the industrial hardware of blackened steel and glass sliding doors. Walls are made of black brick and oxblood painted wood, and the wood floors contain occasional planks of blackened metal stamped with Varvatos hallmarks of authenticity—a technique the designer discovered in a French factory. The overall effect is subtle, with a richly textured, rough-hewn elegance.

The store's opening party will feature legendary rockers Cheap Trick, fresh off a recent tour promoting their newest record entitled, "The Latest." Comprised of four members, Bun E. Carlos, Rick Nielsen, Tom Petersson, and Robin Zander, Cheap Trick has sold over 20 million albums and been together for 34 years making and performing unforgettable music. They have been featured artists in the John Varvatos ad campaign.

Click here to view the John Varvatos at Hard Rock Hotel & Casino video

<http://www.vimeo.com/6255791>

#### **About John Varvatos**

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire men's lifestyle that includes footwear, bags, belts, eyewear, limited edition watches, men's and women's luxury skincare and fragrances, as well as the younger, edgier John Varvatos ★ USA Collection and Converse by John Varvatos. 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 freestanding John Varvatos boutiques across the US, as well as in better specialty stores throughout the world. [www.johnvarvatos.com](http://www.johnvarvatos.com)

#### **About Hard Rock Hotel & Casino**

The Hard Rock Hotel & Casino, owned and operated under Morgans Hotel Group and equity partner, DLJ Merchant Banking Partners, is a premier destination entertainment resort located on 16.7 acres situated strategically on Harmon Avenue, one of Las Vegas' fastest growing entertainment corridors. Built in 1995 and expanded in 1999, the property is currently undergoing another expansion set for completion in early 2010 more than tripling its current size. Hard Rock Hotel & Casino offers an energetic entertainment and gaming experience with the services and amenities associated with a boutique luxury resort hotel. The property is known for its innovative nightlife and music scene where such acts as The Rolling Stones, Bon Jovi, Foo Fighters, Paul McCartney, Incubus, Nine Inch Nails and The Killers have all performed. Features of the property include an 11-story Hard Rock Hotel tower with 640 guest rooms and just adjacent is the brand new 17-story Paradise Tower with 479 guest rooms; a 30,000 square foot casino; 75,000 square feet of flexible meeting and convention space; The Beach Club with a swimming pool that was selected by the Travel Channel as one of "The Top 10 Pools" in the world; Rehab, the trendsetting Sunday afternoon pool party; Body English nightclub which was selected by Cosmopolitan Magazine as one of the "Top 25 Sexiest Places in the World"; The all new Joint concert venue; rock club Wasted Space, owned by motocross star Carey Hart; restaurants including the new Rare 120 steakhouse, the Tuscan-style Italian eatery AGO, world-renowned Nobu, Pink Taco and the 24/7 diner Mr. Lucky's; two cocktail lounges; several retail stores; and Rock Spa, an 8,000 square foot spa, salon and fitness center. For room availability and additional information call 800.HRD.ROCK (800.473.7625) or visit [www.hardrockhotel.com](http://www.hardrockhotel.com).