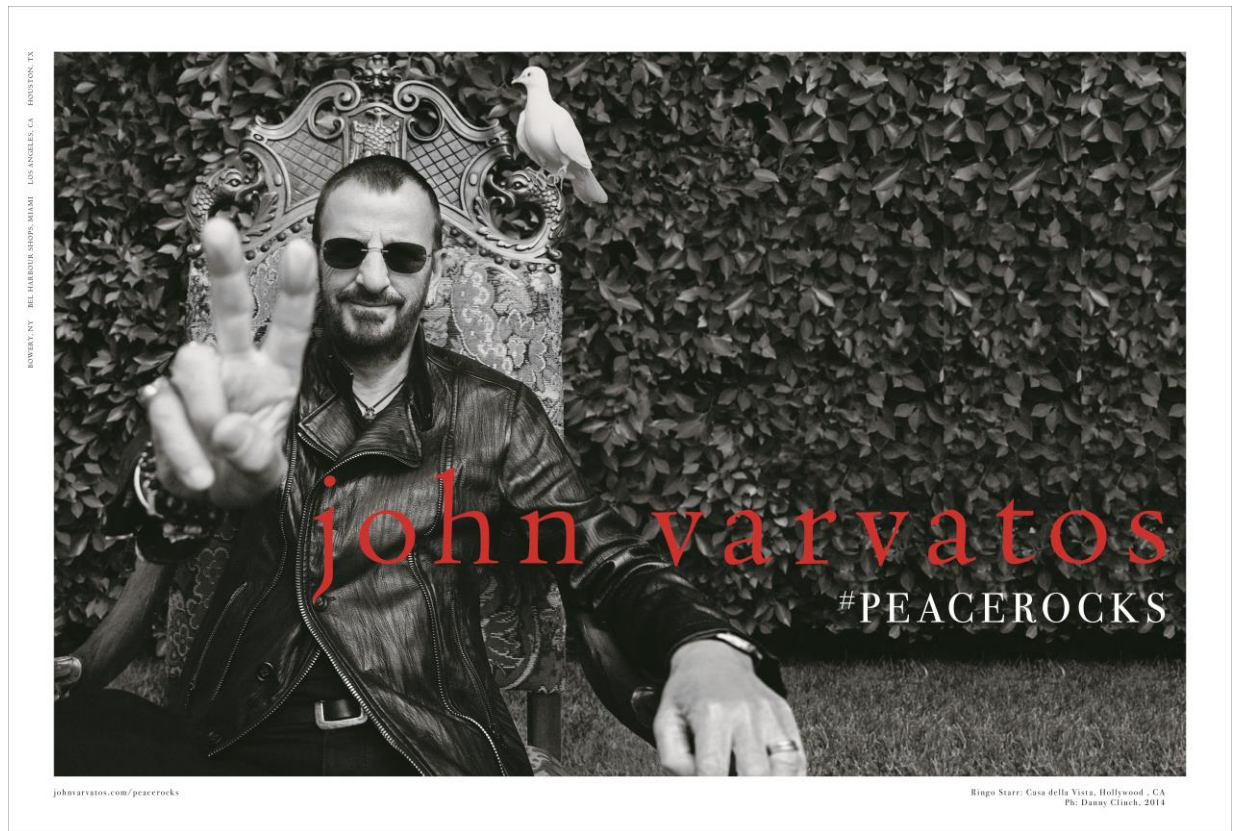


# john varvatos

## The John Varvatos Fall 2014 Campaign Features Ringo Starr *Launches Charitable Initiative Benefitting The Ringo Starr Peace & Love Fund* *#PEACEROCKS*

JULY 7, 2014, New York, NY —

John Varvatos is proud to feature, on his 74<sup>th</sup> birthday, Ringo Starr in the Fall 2014 advertising campaign. This launch kicks off an initiative that seamlessly combines the campaign, a behind-the-scenes short film and a dynamic social media component all to support The Ringo Starr Peace & Love Fund. Starr, a pioneer of transcendental meditation who has been communicating the peace and love message for over 40 years, is fresh off the heels of accepting the 2014 Grammy Lifetime Achievement Award on behalf of The Beatles.



This fully integrated program raises awareness for the Ringo Starr Peace & Love Fund which helps implement scientifically proven stress-reducing modalities for at-risk populations suffering from epidemic levels of chronic stress and stress-related disorders that fuel violence, crime and soaring health costs.

The social media components revolve around *#PEACEROCKS*. This call-to-action encourages participants to share photos of themselves flashing the peace sign via Instagram, Twitter, Vine, and Facebook, in an effort to raise funds while raising awareness. For each *#PEACEROCKS* tagged photo, \$1 will be donated to the charity through the end of 2014. Additionally, “Peace Shops” will be activated at various Varvatos points of sale where 100% of proceeds from a dedicated “peace rocks tee” will be sold to benefit the charity.

The black and white images were shot by famed rock photographer Danny Clinch in Los Angeles. According to Stephen Niedzwiecki, Founder and Chief Creative Officer of YARD and longtime Varvatos collaborator, "We wanted to create a classic image of Ringo that also captured his passion for PEACE. Inspired by vintage photographs, every image features Ringo flashing his infamous peace sign, thus becoming the signature of the campaign."

"I've waited a long time to become a male model," Ringo said with a laugh, "and what a great way to do it - all for a good cause. I urge everyone to join us and use #PeaceRocks. For every upload, John will donate a dollar to the Ringo Starr Peace & Love Fund that through the David Lynch Foundation teaches meditation to people at risk and suffering. I want to thank John for this campaign and all he has done - what a nice guy, guy, inside and out. So remember, #PeaceRocks and Love Rolls! Peace & Love."

"Ringo's music and heart are unique, not only in the rock n' roll world but the world in general. Knowing and working with him has been one of the most motivating and stimulating experiences in my life," says Varvatos.

Friends of Ringo Starr came together to show their support in a 3-minute documentary-style short film which debuts today on [johnvarvatos.com](http://johnvarvatos.com) in tandem with the #PEACEROCKS initiative. The video features a modern version of a drum circle with Clem Burke, Tré Cool, Jim Keltner, Jimmy Kimmel, Jeremy Piven, Chad Smith, Matt Sorum, Steven Tyler, and John Varvatos all performing while championing peace. "People may know Ringo Starr, the Beatle, however the positive work he is inspiring around the world is its own legacy," says Chad Smith.

In the brand's Fall 2014 campaign and short film, Ringo wears a John Varvatos black cut-away asymmetric leather biker jacket with front button closure and snap collar, black linen V-neck tee, black jeans and a pair of double-zip Engineer Boots in black garment dyed leather.

This latest John Varvatos campaign follows 20 seasons conceived by Yard and photographed by Danny Clinch, all of which underscore the brand's affinity for rock 'n' roll style-makers. Past collaborators include KISS, Willie Nelson, Jimmy Page and Gary Clark Jr., Paul Weller and Miles Kane, Green Day, The Roots, Dave Matthews, ZZ Top, Franz Ferdinand, Perry Farrell, Cheap Trick, Alice Cooper, Velvet Revolver, Iggy Pop, Chris Cornell, Joe Perry, Ryan Adams and Slash.

**#PEACEROCKS @JOHNVARVATOS @RINGOSTARRMUSIC**

#### **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 fragrances, and John Varvatos U.S.A. Collection and Boys' line, as well as 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 and The CNN Style Award's "Menswear Designer of the Year" in 2013. In October 2013, John released his first book entitled *John Varvatos: Rock in Fashion*, which documents the elements of rock style that are intrinsic in the music community. Further rooting the brand in music, John Varvatos entered into a strategic partnership with Republic Records to formally launch John Varvatos Records in February 2014. The collection is distributed in freestanding John Varvatos boutiques and better department stores throughout the world.

Visit us at [www.johnvarvatos.com](http://www.johnvarvatos.com) or join us on social media @JohnVarvatos

#### **ABOUT RINGO STARR:**

On January 20, 2014 Ringo's musical legacy was celebrated when The David Lynch Foundation honored Ringo with the "Lifetime of Peace & Love Award". The event included a star-studded tribute performing from Ringo's extensive catalog and the show will be broadcast on AXS TV July 13, 2014. January 26 saw Ringo perform his song "Photograph" on the GRAMMYS, followed by him jumping on the kit during his old band mate, Paul McCartney's performance. The two then performed together again the following evening, this time for several songs for the CBS taping of The Beatles Tribute celebrating the 50th Anniversary of their first U.S. visit and appearance on the Ed Sullivan Show. It will be broadcast on the exact date, February 9.

In February 2014, Simon & Shuster published "Octopus's Garden", a children's book based on Ringo's lyrics. This book arrived on the heels of December 2012's PHOTOGRAPH, the Genesis Publications book (<http://www.genesis->

[publications.com/photograph-by-ringo-starr-the-signed-limited-edition/](http://publications.com/photograph-by-ringo-starr-the-signed-limited-edition/)). PHOTOGRAPH was first released as an e-book in conjunction with The GRAMMY Museum exhibit "Ringo: Peace & Love," a record-breaking exhibit that opened in June 2013 and closed late April 2014. The exhibit had more than 90,000 visitors and was the first major exhibit to focus on a drummer. (<http://www.grammymuseum.org/on-display/special-exhibits/ringo-peace-love>)

June 2014 also saw Ringo tour with his All Starr Band, the same line up he has been with since 2012. The current tour includes exhibits of Ringo's artwork, which can also be seen at [www.RingoStarrArt.com](http://www.RingoStarrArt.com). In September 2013 Ringo was awarded the prestigious French Medal of Honor, being appointed Commander of Arts & Letters in recognition of his musical and artistic contributions. Ringo's most recent solo release was Ringo 2012 (Hip-O Records/UMe). In January 2013 UMe released the live DVD "Ringo at the Ryman." April 20, 2013, in conjunction with Record Store Day, UMe released a Ringo Starr seven-inch vinyl singles collection, featuring "Photograph," "It Don't Come Easy" and "(It's All Down To) Goodnight Vienna."

#### **ABOUT THE RINGO STARR PEACE & LOVE FUND:**

The Ringo Starr Peace & Love Fund was established to support the non-profit David Lynch Foundation, which provides evidence-based Transcendental Meditation programs to at-risk populations suffering from trauma and toxic stress, including students in underserved schools, women who are survivors of domestic violence, and veterans with post-traumatic stress disorder.

The fund was inaugurated on David Lynch's birthday at the *Ringo Starr: A Lifetime of Peace & Love* concert, honoring Ringo's tireless commitment to spreading peace and love throughout the world. Tribute performances were offered by legendary musical guests including Joe Walsh, Ben Harper, Ben Folds, Brendan Benson, Bettye LaVette, The Head & The Heart and Jesse Elliot and Lindsey McWilliams of Ark Life; with an equally stellar backing band featuring Don Was, Benmont Tench, Peter Frampton, Steve Lukather and Kenny Arnoff. For more information, please click the following links; <http://www.davidlynchfoundation.org/peacelovefund/> <http://www.davidlynchfoundation.org>

Additionally, Ringo Starr is donating a portion of the proceeds of his current global tour to the fund and is partnering with iconic fashion designer John Varvatos to promote a line of Ringo Starr Peace & Love t-shirts in collaboration of the #PEACEROCKS campaign.

#### **ABOUT DANNY CLINCH:**

An acclaimed music photographer and documentary filmmaker, Clinch has captured some of the most recognizable names in music, including Cash, Springsteen, Dylan and Tupac, just to name a few. The organic feel and texture of his work lets the subjects breathe and the music flow. His work has appeared in such publications as Vanity Fair, Spin, Rolling Stone, GQ, Esquire, the New Yorker and the New York Times Magazine, and his photographs have appeared on hundreds of album covers. For more information, please visit [dannyclinch.com](http://dannyclinch.com).

#### **ABOUT YARD:**

As strategic image-makers, YARD employs a parallel approach to incorporating creativity and strategy into defining and executing stylish multi-platform campaigns for fashion, beauty, luxury lifestyle and entertainment brands. An agency of brand storytellers and stewards, YARD acts as a true extension of its clients' teams, leveraging deep consumer insights to create and revitalize brands. For more information, please visit [yardnyc.com](http://yardnyc.com)

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