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## John Varvatos: New York Fashion Week Fall '06

**Why it's hot:** Like an eager crowd ready for Barneys to open its doors for its annual sale, so was the crowd at the prime time event under the tent at Bryant Park. The collection of John Varvatos was no exception. True to his signature detailing and old world craftsmanship, the rugged look and classic designs of leather jacket, wool beret, right down to the suede workboots were vintage yet simultaneously modernly edgy. Think SoHo with a splash of Madison Ave., sparkling and stunning yet intuitively masculine, right down to the messenger bag.

And it's no surprise. The Michigan native, who started his career at Polo Ralph Lauren, is known for his signature lifestyle menswear line. In 1990, he went onto work for Calvin Klein as head of menswear design. In 1995 he returned to Polo and launched the successful Polo Jeans Company, and launched his own collection four years later. Soon thereafter the flagship SoHo store was born and the rest, as they say, is history. Several stores opened in various markets throughout the US and current plans are underway for international stores.

### Where to Retail:

**Barneys New York**  
9570 Wilshire Blvd.  
Beverly Hills, CA 90210  
310.276.4400

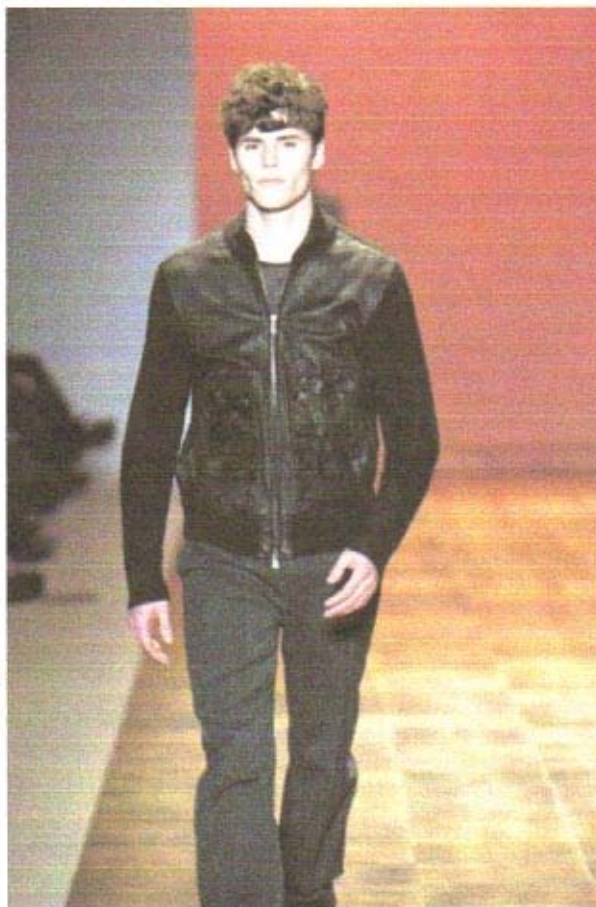
**Saks Fifth Avenue**  
3440 Peachtree Road  
Atlanta, GA 30326  
404.261.7234

**Marshall Field's**  
111 North State Street  
Chicago, IL 60602  
312.781.1000

**Macy's**  
Union Square  
170 O'Farrell Street  
San Francisco, CA 94107  
415.397.3333

Where to learn more: [www.johnvarvatos.com](http://www.johnvarvatos.com)

—Vicki Salemi NY Correspondent - Factio Magazine, [RunwaytoRetail.com](http://RunwaytoRetail.com)



John Varvatos Fall 2006

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### Polo.com - Official Ralph Lauren...

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