

John Varvatos to hold runway show in NY separate from NYFW

By [Cassidy Mantor](#) - January 10, 2018

John Varvatos will hold a runway show in New York in January, independent from the New York Fashion Week shows. Instead, the rock 'n' roll-inspired brand will hold its show the Friday night of Grammy weekend.



Machine Gun Kelly (MGK) - Facebook: John Varvatos

A spokesperson for John Varvatos confirmed the label will show off calendar on Friday, January 26.

Varvatos said he was originally planning on only throwing a party for Grammy weekend. When the dates for men's NYFW were changed to align with women's, he said the decision to hold his runway show separately "came about

organically."

The runway show will now coincide with the start of Grammy weekend in New York. The Grammys are returning to New York for the first time since 2003, as the awards show has been held in LA for the past 15 years.

The John Varvatos brand is intertwined with music, using musicians in campaigns and gleaning inspiration from the industry. The decision to show along with the rest of the Grammy weekend events therefore seems to be on point for the label.

The John Varvatos runway show will be held on the night of Friday, January 26th, in Manhattan's Lower East Side. The Grammy Awards will take place in New York on January 28th.

By Cassidy Mantor

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