

01 / THE HOUSE STORY

The people. The point of view.



From the Sui Generis catalog

THE BEGINNING

John Varvatos

John Varvatos launched his namesake menswear brand in 2000 in New York, combining tailored menswear with a strong rock-and-roll vocabulary. The business expanded from clothing into footwear, bags, belts, eyewear, watches, fragrance and collaborative product. Use 2000 as the namesake brand launch. Retailer archives, style references and collaboration release records are useful dating tools, especially because distressed finishes and vintage-inspired typography can make newer pieces appear older than they are.

FOUNDED

2000

ORIGIN

New York, USA

WHY THE DETAILS MATTER

Product/style references on care labels, shoes, boxes and retailer records can identify specific John Varvatos products and collaborations. No universal public one-of-one serial or date-code system was identified across the brand, so code meaning must be established by category. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the John Varvatos care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

2000

Parent menswear / lifestyle brand

Menswear, tailoring, leather, footwear, accessories and jewelry.

John Varvatos Star USA

Secondary / younger menswear line

Menswear and casual lifestyle product.

Bootleg by John Varvatos

Historical capsule / secondary label

Documented in the historical John Varvatos brand portfolio; authenticate only within period-correct label context.

John Varvatos Fragrance

Fragrance category

Men's fragrance.

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A story in chapters

2000

John Varvatos

House origins · John Varvatos

COLLECTION CONTEXT

John Varvatos launched his namesake menswear brand in 2000 in New York, combining tailored menswear with a strong rock-and-roll vocabulary. The business expanded from clothing into footwear, bags, belts, eyewear, watches, fragrance and collaborative product. Use 2000 as the namesake brand launch. Retailer archives, style references and collaboration release records are useful dating tools, especially because distressed finishes and vintage-inspired typography can make newer pieces appear older than they are.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

JOHN VARVATOS 36 Grey Plaid Wool Peak Lapel Sport Coat

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

John Varvatos · DRY CLEAN ONLY

02 / HOW TO USE IT

The interior-pocket branding and care instruction serve different purposes. Preserve the instruction as part of the garment’s care record.

03 / WHAT TO CHECK NEXT

A cleaning instruction does not identify the fiber blend. Ask for the full composition and size labels before describing the fabric from appearance alone.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

<https://cfda.com/member/john-varvatos/>

<https://www.johnvarvatos.com/accessories/jewelry>

<https://www.vfc.com/investors/news-events-presentations/press-releases/detail/1274/lion-capital-llp-to-acquire-majority-ownership-interest-in/1000>

<https://www.johnvarvatos.com/>

<https://www.johnvarvatos.com/collections/fragrance>

<https://suigenerisconsignment.com/products/john-varvatos-36-grey-plaid-wool-peak-lapel-sport-coat>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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