

The new fragrance for your sixth sense

JOHN VARVATOS ★ U.S.A.

(Fall 2011) New York, NY - John Varvatos, the master of modern rock 'n' roll style, together with fragrance partner Elizabeth Arden, is proud to introduce the premiere fragrance for

John Varvatos ★ USA, an extension of the younger, edgier John Varvatos ★ USA Collection - a total lifestyle brand with a preppy meets rock aesthetic that gives rise to funk-ed-up classics.

The John Varvatos ★ USA fragrance lives in a world that is polished, but rough around the edges; it's a place where hidden meaning is out in the open, but can only be seen by those with a sixth sense for keeping things interesting. The John Varvatos ★ USA man is old enough to see possibilities, and young enough to believe in them, driven with a Let's-Do-It attitude that is tastefully twisted.

"I have always been inspired by artistically-rebellious visionaries," said John Varvatos. "This fragrance is for those who challenge perceptions of reality, because they are the ones who open up doors we never knew existed."

The fragrance is the result of a long-standing collaboration between Varvatos and Givaudan Senior Perfumer, Rodrigo Flores-Roux. "Working with John is a continually exciting challenge, as he strives to convey that hidden detail," said Flores-Roux. "John Varvatos ★ USA boasts a game of contrasts--a comfortable mix of warm woody notes encountering an unexpected freshness which together convey a relaxed attitude while maintaining an unmistakable masculinity."

THE FRAGRANCE

Open the window on a brand new fragrance vision.

John Varvatos ★ USA. A fresh and woody scent infused with a little swagger and a lot of soul. Relaxed, casual yet elegant, the fragrance is ushered through clean and bright notes, spiked with an unusual encounter of red ginger and vetiver.

TOP NOTES: Top notes include red ginger essence from Laos, juniper berries, and cedar from Sicily

MID NOTES: Heart notes of blue spruce, green cardamom absolute, and osmanthus absolute

BASE NOTES: Background notes include vetiver, belambre, and tonka bean from Venezuela

THE PACKAGING

The fragrance package maintains the brand's unique aesthetic with a voice all of its own. The bottle is made of smoky glass and silver metal, drawing inspiration from 19th century vials and industrial materials, while the spring system of the cap is reminiscent of antique beer bottles.

THE COLLECTION

John Varvatos ★ USA, Eau de Toilette 100 ml (3.4 fl. oz.) \$70.00

John Varvatos ★ USA, Eau de Toilette 50 ml (1.7 fl. oz.) \$55.00

John Varvatos ★ USA, Deodorant Stick 75g (2.6 oz.) \$20.00

All prices are suggested retail.

AVAILABLE IN PRESTIGE DEPARTMENT STORES STARTING SEPTEMBER 2011

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About Elizabeth Arden

Elizabeth Arden is a global prestige beauty products company with an extensive portfolio of prestige beauty brands sold in over 100 countries. The company's brand portfolio includes Elizabeth Arden skincare, color, and fragrance products, PREVAGE® anti-aging formulas, the celebrity fragrance brands of Britney Spears™, Elizabeth Taylor, Mariah Carey, Taylor Swift, and Usher; the designer fragrance brands of Juicy Couture, Alberta Ferretti, Alfred Sung, Badgley Mischka, Bob Mackie, Geoffrey Beene, Halston, John Varvatos, Kate Spade, Lucky Brand, and Rocawear; and the lifestyle fragrance brands Curve, Giorgio Beverly Hills, and PS Fine Cologne.

www.elizabetharden.com

About John Varvatos ★ USA:

Launched in 2006 John Varvatos★ USA is a total lifestyle collection with a preppy meets rock aesthetic that gives rise to funky-up classics. The complete collection includes vintage-inspired denim, sportswear, tailored clothing, footwear, bags, belts and small leather goods. Geared toward a customer with a young spirit, John Varvatos ★ USA exhibits the attention to detail and innovative finishes that John Varvatos is renowned for. The collection is distributed in freestanding John Varvatos boutiques across the US and online, as well as in better department stores throughout the world.

About VF

VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, image, sportswear and contemporary apparel brands. Its principal brands include Wrangler(R), Lee(R), Riders(R), The North Face(R), Vans(R), Reef(R), Eagle Creek(R), Eastpak(R), JanSport(R), Napapijri(R), Nautica(R), Kipling(R), John Varvatos(R), 7 For All Mankind(R), Lucy(R), Splendid(R), Ella Moss(R), Majestic(R) and Red Kap(R).

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