
Hughes Hubbard & Reed

Firm Negotiates Fashion Endorsement Deal With Nick Jonas

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January 24, 2018 — Hughes Hubbard advised John Varvatos Enterprises Inc. (JVE), the namesake company of famous rock n' roll designer and celebrity John Varvatos, on a multifaceted, creative collaboration with pop star Nick Jonas for a John Varvatos capsule collection for the spring 2018 fashion campaign.

JVE announced the partnership on January 22. The new collection, "JV x NJ", will feature unique Jonas-inspired pieces, including leather jackets and knitwear.

Jonas, a singer, songwriter and actor who rose to superstardom as a pop heartthrob and the youngest member of the Jonas Brothers, is a household name in the music, entertainment and fashion industries. Jonas currently co-stars in the film Jumanji with Dwayne Johnson, Kevin Hart and Jack Black, and has developed a reputation in the fashion industry as a major player.

The firm handled negotiation of the comprehensive collaboration agreement providing for promotion of the campaign and the John Varvatos brand, including a digital marketing campaign, production of a Jonas music video featuring Varvatos products, numerous event appearances and the creation of a co-branded capsule collection.

In bringing this deal to execution, HHR continued its role as a key advisor to JVE in the globalization and expansion of the John Varvatos brand across territories, digital platforms and new products and services. Last summer, the firm helped JVE secure rapper and actor Machine Gun Kelly as the face of the brand for the fall/winter 2017 advertising campaign.

JVE's partnership with Jonas drew widespread media coverage, including in the [Los Angeles Times](#), [GQ Magazine](#), [The Hollywood Reporter](#), [Variety.com](#), [Billboard.com](#), [Women's Wear Daily](#), [Fashionista](#) and [FashionNetwork.com](#).

Founded in 2002 and based in New York City, JVE designs, manufactures and sells fashion products and accessories for men, including tailored clothing, sportswear, footwear, bags, belts and men's fragrances. The award-winning Varvatos is one of the most prominent menswear designers in the world.

Matt Syrkin led the transactions, with assistance from Dena Smith.

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Matthew Syrkin



Dena Smith

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