
Hughes Hubbard & Reed

Firm Negotiates Game of Thrones Partnership Between HBO and John Varvatos

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One Battery Park Plaza • New York, New York 10004-1482 • +1 (212) 837-6000

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March 13, 2019 – Hughes Hubbard negotiated a Game of Thrones (GoT) partnership deal between HBO and our client John Varvatos Enterprises Inc. to launch an exclusive fashion line inspired by the iconic styling of the award-winning show's costumes. This collaboration is the only luxury fashion deal in official partnership with HBO for the final season of GoT. The groundbreaking 11-piece capsule collection marks the first time JVE has partnered with a TV series for a clothing collection.

"From the very first episode, I have been inspired by the incredible costumes in Game of Thrones," said John Varvatos, the famed designer known for fusing rock 'n'roll with fashion. "To have this opportunity to collaborate is a dream come true."

From artisanal hand-dyed leather outerwear to textured messenger bags and graphic prints depicted on spray dyed tees, the collection will be exclusively featured in JVE boutiques and online, as well as at select upscale department stores in the US, Canada and Mexico.

This collaboration continued HHR's role as a key advisor to JVE in its growth of the John Varvatos platform through new retail operations across the globe and creative partnerships with fellow iconic brands and musicians. The firm helped JVE expand its presence overseas with the launch of flagship stores in Mexico, Russia and the Middle East. HHR also recently negotiated product partnerships with Converse sneakers, Elizabeth Arden fragrances and the Jimi Hendrix Estate, as well as fashion endorsement deals for JVE with celebrities, including pop star Nick Jonas.

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

The deal garnered attention in [The Hollywood Reporter](#), [Women's Wear Daily](#), [Esquire](#), Bloomberg's [Big Law Business](#), [Men's Health](#), [the New York Post](#), [Robb Report](#), and other media outlets.

Matthew Syrkin led the team, with assistance from Dena Smith and Donald D'Amico.

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Matthew Syrkin



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