

John Varvatos

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There's nothing sexier than a man dressed in clothing designed by John Varvatos -- except, perhaps, John Varvatos himself. Last night, the designer was in Bal Harbour for the opening of his new boutique. Deco caught up with the rock star of fashion to talk about what men should be wearing.

When it comes to men's fashion designers, John Varvatos is called the rock star of the runway. I mean, just looks at these clothes! Fabulous!

John Varvatos: "Rock 'n' roll is my pleasure."

That's because he's got a penchant for all things rock 'n' roll. He's used the band Kiss in one of his recent ad campaigns. He's even collaborating with Ringo Starr on a charity campaign.

John Varvatos: "Every time I get off the plane here, I'm like, 'There is nothing wrong with this.'"

Shireen Sandoval: "Yeah, right!"

John Varvatos: "It's a beautiful place."

Now, the debonair designer is bringing his unique, edgy, laid-back style with a big dose of sophistication to Bal Harbour.

Shireen Sandoval: "Congrats on the store."

John Varvatos: "Thank you."

Shireen Sandoval: "It's beautiful."

This is John's second boutique in the Magic City. He has one on South Beach, too.

Shireen Sandoval: "When you come to Miami, is there anything you have to do that you love doing?"

John Varvatos: "I love to relax, but the only time I do that when I come down here is holiday time."

John's worked hard to give each store its own personality.

Shireen Sandoval: "How is your Bal Harbour location different than SoBe?"

John Varvatos: "We have two different worlds. This is an elegant kind of Madison Avenue store, and that's kind of a rock 'n' roll store."

His fall fashion line is all about living as a sharp-dressed man.

Shireen Sandoval: "Does that actually mean men may be dressing up again?"

John Varvatos: "Oh yeah, that's what's happening in menswear right now. A lot of guys that have been dressing down have been dressing up. And young guys that have never really dressed up are dressing up."

Men can suit up in gray and black, get sexy in a textured leather coat or just kick it in a pair of relaxed boots.

Shireen Sandoval: "If you had to describe the Miami man and his style, how would you describe it?"

John Varvatos: "Stylish. I think the guy down here thinks about style. There's a difference between fashion and style, and style is when you have a different aura about yourself."

If John could give some advice to men and women of the world, fashionably speaking...

Shireen Sandoval: "What would that advice be?"

John Varvatos: "When you're buying clothes, look at yourself in the mirror. Work with someone that knows, and buy something that is really you. Buy something that is comfortable and don't try to be someone else."

Because celebrating your individuality is really what style is all about, and John Varvatos wouldn't have it any other way.

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