

## Can You Drink John Varvatos?

By [Anastasios Papapostolou](#) on *November 27, 2012* In [News](#)

 Share 13

 Tweet 3

 Email 0

 ShareThis 46



John Varvatos is posing for the newly created John Varvatos Patron Anejo

The answer is yes! The Greek-American fashion designer partnered up with tequila brand Patrón to create a limited edition John Varvatos for Patrón Añejo Guitar Bottle Stopper for the 2012 holiday season.

The branding and design was created by John Varvatos and Mode Design Group (MDG).

“MDG facilitated the collaboration between the brands and helped realize the branding, logo and package design. The Patrón Añejo bottle comes in a customized box, created to fit the guitar-shaped stopper, and embodies the rock n’ roll vibe that John Varvatos is known for. This was the first designer collaboration for Patrón and the first spirits collaboration for John Varvatos.”

“This guitar stopper is a perfect blend of the two brands. John Varvatos put his trademark rock n’ roll edge on the iconic Patrón bottle. It’s a merging of fashion, music and sprits, and with the custom box to complete the package, it really makes a perfect holiday gift”. Says MDG Creative Director Gabrielle Rein.

The bottles hit shelves in December, and are available for purchase through the 2012 holiday season.

Given the fashion designers Greek heritage we may see him come up with a special edition John Varvatos Bouzouki bottle of Ouzo.

 [John Varvatos](#), [John Varvatos for Patrón Añejo](#), [Patrón](#), [Tequila Patrón](#)

LATEST

TAGS



11 / 27 [Can You Drink John Varvatos?](#)



11 / 26 [Marina and the Diamonds Gears Up for US Tour](#)



11 / 23 [Greek Restaurant to Get a Visit from 'Kitchen Nightmares'](#)



11 / 23 [Maria Menounos on Men's Fitness Magazine](#)



11 / 19 [Richard Ledes On His New Film and 'Odysseus'-like Journey into Directing](#)



11 / 16 [Jennifer Aniston Hits the Town for Cinematheque Award Gala](#)



11 / 15 ['Hercules' Film Moves Forward, Casts Male Lead](#)



11 / 14 [Rita Wilson Turns Out to Support Breast Cancer Awareness](#)



**Greek Reporter** on Facebook

 Like 5,249

← [Marina and the Diamonds Gears Up for US Tour](#)

ADVERT

Sorry, the browser you are using is not currently supported. To use the comments, Disqus recommends the following browsers:

[Firefox](#)

[Chrome](#)

[Internet Explorer 9](#)

[Safari](#)

#### SEARCH

#### VOTE



Who is your favorite Greek American of the entertainment industry?

#### SPECIALS



#### LINKS

- [Greek Consulate in Los Angeles](#)
- [Italians in Film](#)
- [Oscars – AMPAA](#)
- [The Hollywood Reporter](#)
- [Variety](#)



Powered by LNRS.  
© Greek Reporter.