

# John Varvatos' On This Day flagship store coming to Sunset Strip

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[The Sunset](#) has become one of Los Angeles' most vibrant mixed-use shopping, dining and work experiences. The property occupies 2.2 acres along the famed Sunset Strip in the heart of West Hollywood and most recently became the recipient of BOMA's 2021 Greater Los Angeles Chapter's, Outstanding Building of the Year in the retail category.

Owned and operated by Los Angeles-based real estate developer, Kilroy, today The Sunset announces an exciting partnership with [OTD – ON THIS DAY](#).

The Sunset will mark OTD's second brick-and-mortar alongside 402 West Broadway in SoHo, Manhattan—citing both as premier destinations that greatly contribute to the zeitgeist and bring light to the cities' creative cultural undertow.

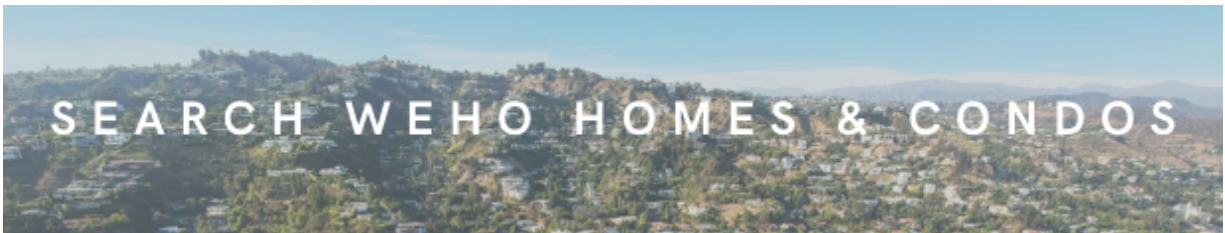
Within The Sunset, OTD's West Coast flagship will front Sunset Boulevard. It's slated to open doors this winter following a top-to-bottom remodel of a 4,000-square-foot, single-story space formerly occupied by H&M. The concept will add a progressive retail amenity to the surrounding neighborhood and complement The Sunset's upscale fashion and health/wellness emphasis alongside brands such as Equinox, SoulCycle, One Medical and Sweetgreen.

In addition to releasing a full-scope lifestyle output—focusing on men's, women's and unisex clothing as well as jewelry, footwear, and accessories—the OTD in-store experience will feature exclusive collaborations such as custom furniture pieces and fine art photography co-curated by one of the world's most sought celebrity photographers, Timothy White, reflecting the brand's innate connection to pop culture.

As North America's leader in sustainable real estate, Kilroy acquired The Sunset in 2017 and has since repositioned the property to create a deeper notion of mixed-use. The newly renovated, community-oriented environment is punctuated by impeccable design, operational excellence, efficiency, and sustainability—with the campus' 10-story Class A boutique office building having achieved WELL Health-Safety Rating, Energy Star Certification, and LEED Certification.

“We are very excited to welcome one of the most iconic names in American fashion, John Varvatos, and his new concept, ‘On This Day,’ (OTD) to The Sunset,” says Brian Lewis Kilroy's SVP of Retail Development & Curation. “As President of OTD, John Varvatos past involvement with Ralph Lauren, Calvin Klein, and his own namesake John Varvatos have all been proven winners with incredible track

records. OTD will be a great complement to The Sunset’s current mix of retailers—not only driving additional foot traffic to our newly renovated mixed-use project but in bringing a level of cachet to that portion of the Sunset Strip.”



OTD will be located within The Sunset at 8580 West Sunset Boulevard in West Hollywood, California. Jay Luchs and Ashley Obradovich of Newmark represented Kilroy in the deal. For more information on The Sunset, please visit [www.thesunsetla.com](http://www.thesunsetla.com).

