

# NORDSTROM

## Nordstrom New Concepts Introduces Fear of God

May 14, 2021

New Concepts@Nordstrom is a platform to discover what is next and best in fashion through partnerships with the world's most exciting brands. We invite customers to discover the newest products as these unique collections come to life in the custom-build environments at select stores and online at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts) and [Nordstrom.ca/NewConcepts](https://www.nordstrom.ca/NewConcepts). Our latest New Concepts activation features American luxury fashion label, Fear of God. Developed and designed in partnership with the brand's founder Jerry Lorenzo, the shop celebrates the world of Fear of God and offers something for the entire family.

Sam Lobban, SVP of Designer and New Concepts at Nordstrom spoke about the new activation, "When we were ideating on Concept 013: Fear of God, it was important for us to highlight the diverse assortment the brand offers and bring them all together for our customers to shop in one place. Outside of Fear of God's experiential pop-up in Downtown LA back in 2019, this is the first time all elements of the brand have been brought together in one place in North America and we are excited to partner and share the brand's distinct interpretation of American luxury."

Fear of God, founded in 2013 in Los Angeles by Jerry Lorenzo, crafts timeless and wearable garments which has become an emblem of contemporary culture. In 2018, Essentials launched as an extension to the brand. Focused on wearability, comfort and timelessness, Essentials stands to inject a newfound sense of accessibility. Concept 013 features all extensions of the Fear of God brand, available to shop in a single location. The shop includes an exclusive Fear of God mainline capsule, an exclusive Essentials capsule, drops of the brand's Seventh Collection, the next installment of their collaboration with New Era and the recently debuted Essentials Kids line. Jerry Lorenzo spoke about the partnership with Nordstrom, "Being a service-first brand, it feels natural to partner with Nordstrom, our intentions are aligned in that we both strive to provide the best exploration, solutions and products for our customers at every stage of their lives."

The exclusive mainline capsule will feature suiting, jackets, accessories and footwear in natural palettes as well as Fear of God's classic hoodies and sweatshirts. The exclusive Essentials capsule will include a selection of pull-over sweatshirt styles, sweatpants, tops, shorts and jackets in two exclusive colorways, stone and cement. The in-store shop will also include an early release of Fear of God's latest footwear drop 'The California', in men's, women's and kid's sizing. Nordstrom is the exclusive North American retail partner prior to the shoe's global launch in September. The product ranges from \$20 - \$3,000.



The world of Fear of God comes to life through this immersive representation of the brand's signature aesthetic to create an inviting shopping experience. Concept 013: Fear of God is available online starting May 14 through early August at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts), [Nordstrom.ca](https://www.nordstrom.ca), as well as 12 physical retail locations nationwide including:

- Nordstrom Men's Store NYC (New York, N.Y.)
- Nordstrom Downtown Seattle (Seattle, WA)
- Nordstrom NorthPark Center (Dallas, TX)
- Nordstrom Pacific Centre (Vancouver, B.C.)
- Nordstrom South Coast Plaza (Coast Mesa, C.A.)
- Nordstrom Aventura Mall (Miami, FL)
- Nordstrom Century City (Los Angeles, C.A.)
- Nordstrom Valley Fair (San Jose, C.A.)
- Nordstrom Tysons Corner (McLean, VA)
- Nordstrom Phipps Plaza (Atlanta, GA)
- Nordstrom Topanga (Canoga Park, C.A.) \*only mainline exclusives
- Nordstrom The Galleria (Houston, TX.) \*only mainline exclusives