

NORDSTROM

NEW CONCEPTS@NORDSTROM LAUNCHES CONCEPT 013: FEAR OF GOD

TORONTO (May 14, 2021) – New Concepts@Nordstrom introduces Concept 013: 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 features exclusive items for the entire family. Concept 013 is a first of its kind for a retail partner, with all extensions of the Fear of God brand available to shop in a single location.

Notable highlights include 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.

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 \$39 - \$4,155.

Sam Lobban, SVP of Designer and New Concepts at Nordstrom and Lorenzo have had a longstanding relationship throughout both of their careers. "One of the first people I called when I started working for Nordstrom was Jerry, I think what he's built is incredible and he's been a huge supporter of ours," says Lobban. "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."

"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," says Jerry Lorenzo.

The custom built in-store shop emulates the brand's minimalist aesthetic, featuring textured walls and fixtures that will resemble limestone and concrete. As a contrast to the shop's neutral pallet, the product will be displayed on polished chrome fixtures. 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.ca/browse/men/new-concepts](https://www.nordstrom.ca/browse/men/new-concepts) and Nordstrom Pacific Centre in Vancouver B.C in Canada as well as [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts) and 10 additional physical retail locations in the US. These locations include: Nordstrom Men's Store NYC (New York, NY), Nordstrom Downtown Seattle (Seattle, WA), Nordstrom Michigan Avenue (Chicago, IL), Nordstrom South Coast Plaza (Costa Mesa, CA), Nordstrom Fashion Valley (San Diego, CA), Nordstrom Century City (Los Angeles, CA), Nordstrom Valley Fair (San Jose, CA), Nordstrom Tysons Corner (McLean, VA), Nordstrom Northpark (Dallas, TX) and Nordstrom Aventura (Aventura, FL)

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About New Concepts

New Concepts@Nordstrom is a platform to discover what is next and best in fashion through partnerships with the world's most exciting brands, as these unique collections come to life in the custom-built environments at our flagship stores and online. The ongoing series of digital and physical pop-up shops invite customers to discover the newest products through exclusive partnerships.

About Sam Lobban

Sam Lobban, SVP of Designer and New Concepts at Nordstrom supports all designer merchandise categories across men's, women's and kids. Sam started his retail career on the sales floor at Selfridges, where he was promoted to various merchant roles before joining Mr. Porter, where he led the designer capsule collection strategy for the retailer. In June 2018, Sam joined Nordstrom as the Vice President of Men's Fashion to support merchandising alongside working with various teams to push forward marketing, content development, store environment and the shopping experience for menswear. Sam was subsequently promoted to SVP of Designer and New Concepts in 2020 and was recently named as part of the CFDA/*Vogue* Fashion Fund selection committee.

About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 357 stores in the U.S. and Canada, including 100 Nordstrom stores; 248 Nordstrom Rack stores; two clearance stores; and seven Nordstrom Local service hubs. Additionally, customers are served online through [Nordstrom.com](https://www.nordstrom.com), [Nordstrom.ca](https://www.nordstrom.ca), [Nordstromrack.com](https://www.nordstromrack.com), [HauteLook.com](https://www.hautelook.com) and TrunkClub.com. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

About Fear of God

Fear of God is an independent American luxury fashion label, founded in 2013 in Los Angeles by Jerry Lorenzo. Crafting timeless, wearable garments, the brand's distinct interpretation of the American expression has become an emblem of contemporary culture. Paying homage to the unique heritage with a contemplated and sophisticated fusion through high-grade materials and fine craftsmanship.

About Essentials

Established in 2018, *Essentials* is an extension of *Fear of God* by Jerry Lorenzo — with a focus on wearability, comfort, and timelessness for a younger audience. Through uncompromising honesty and covetable fit and quality, Essentials stands to inject a newfound sense of accessibility within the new American luxury.

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