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Jerry Lorenzo



JERRY LORENZO
Reinventing the
Narrative

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Figure .2 Jerry Lorenzo



BACKGROUND OF DESIGNER

Fear of God, a high-end streetwear brand founded by Jerry Lorenzo, has attracted the attention and support of Virgil Abloh, Kanye West, and Michele Alessandro of Gucci since its 2013 debut. Lorenzo Manuel, the son of former major league baseball player and coach Jerry Manuel, was born in Sacramento, California, but moved about a lot as a child. After attending Florida A&M University, where he eventually created a unique colorway as part of his Nike sneaker collaboration, Lorenzo relocated to Los Angeles to attend Loyola Marymount for his MBA. While pursuing his masters degree, he worked at Diesel in the stockroom. After selling more than \$5,000 worth of goods in a single shift, he was promoted to work in the storefront. (Complex, 2022). The LA Dodgers hired Lorenzo to oversee corporate sponsorships after that, and he later began working in marketing for a Chicago sports firm. He successfully worked as a party promoter when he returned to Los Angeles in 2008, and he attributes this experience with

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teaching him the value of personal branding and how to create desirability around an event or product. Lorenzo chose to alter his job after becoming a father and started his own clothing business, which he self-funded with \$14,000 of savings despite having no official training in the industry. After the success of his first collection, Virgil Abloh invited him to Atlantic City to show Kanye West the items. Later, Lorenzo would work with West on several projects, including one with A.P.C., items from the Yeezus Tour and Yeezy Season 1. As part of his 2016 Purpose world tour, Justin Bieber wanted to update his look and merchandise. Kendrick Lamar, whose tracksuit for the Damn tour was created by Lorenzo, was also interested in Fear of God. Additionally on the list of the designer's famous clients are former NFL quarterback Colin Kaepernick, Michael B. Jordan, Ellen DeGeneres, Beyoncé, and Jared Leto, who despite being a spokesperson for Gucci was permitted to take part in the campaign for Fear of God's sixth collection because Alessandro Michele is such a fan of the company. Fear of God is entirely independent and has no outside investors. Its annual income has doubled between 2013 and 2019.(Business of fashion , 2022). The name “Fear of God” was derived from his upbringing in the church. Due to this upbringing, he found himself wanting to not bring so much attention to himself which led him to choose a more sophisticated take on the brand name instead of something cliché and corny. Prior to their association with adidas, Lorenzo and Fear of God worked with Nike. He loves basketball as much as adidas does. They have the same vision for basketball's future. Only a faded yellow hooded sweatshirt from the major cooperation was made available; it debuted at Shanghai's Innersect event in January 2022. (Jones, 2022).

MARKET SEGMENT

DEMOGRAPHICS/ GEOGRAPHICS/ PSYCHOGRAPHICS

High-end streetwear companies like Fear of God are incredibly expensive and have a lot in common with one another when it comes to marketing strategies. There are acknowledged disruptive factors inside the fashion business due to the brands' very unconventional perspectives on fashion. Fear of God targets younger millennial and generation Z consumers who follow the streetwear trend. Millennials fall between the ages of 24 and 40. Their average income is \$35,000. According to research, young individuals under 25 make up the majority of those buying cosmetic apparel on the streets. Additionally, the target demographic for streetwear aesthetics is not the richest. These are persons with annual incomes under \$40,000. However, that does not imply that they lack the funds to purchase premium goods. If organizations want to attract millennials, they may need to consider both general, cross-cutting similarities and specific discrepancies across a range of factors when handling a sales or marketing plan. These efforts should be guided and aided by the most recent data and trends because the environment is constantly shifting. As tastes and habits evolve over time, a one-size-fits-all approach is unlikely to be successful. Keeping up with current affairs can help you maintain your messaging and achieve your intended commercial objectives. (USPS, 2022). One key social movement strategy they have used to appeal to this demographic is having genderless clothing. That is enormous in the social context of today. On Instagram, they routinely show off this distinctive, stylish, and authentic aspect of themselves. Instagram is their primary social media platform, which they are most afraid of. 2.9 million total from their Fear of God and Essentials accounts. This suggests that they are able to advertise to their big fan base by focusing the majority of their marketing

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efforts for new collections on Instagram. They focus on e-commerce and don't have any physical storefronts as part of this digital strategy. This is because they are conscious of the purchasing habits of their target market, which is predominantly made up of young people. Fear of God is available for purchase via the company's website as well as from merchants including SSense and Mr. Porter. Influential figures in the Fear of God movement do not follow regular fashion timetables and offer collections whenever they feel like it. This is vastly different from typical high-end brands. This explains why retailers prefer to make purchases during a window that coincides with the fashion seasons, which is why they are largely sold online. An example of this is a basic, daily hoodie offered by both businesses. The sweatshirts from Fear of God are roughly \$700 in price, which is a lot to pay for a hoodie. However, they contend that the cost of the fabric used in manufacturing is high. Trendy adult streetwear brands including Fear of God, Off White, and Ssense all introduced childrenswear in 2021. At the streetwear resale site StockX, sales of children's streetwear and sneakers are growing 150%, outpacing sales of adult products.

Children's apparel has historically placed an emphasis on agility and durability while retaining a cozy and athletic appearance. However, parents are increasingly keen to participate in the streetwear hype cycle by purchasing their kids' limited-edition sweatshirts that cost \$100 or more. As a result, companies are embracing the limited-edition advertising and product-drop cycles of formerly adult-only streetwear labels as well as a fresh chance to advertise fashionable childrenswear at higher price points. In April of last year, Fear of God Essentials, the athleisure arm of the company, released its first kids' line. Children's hoodies, sweatpants, and t-shirts from the company maintained its straightforward, gender-neutral appearance. Senior economist at the resale platform Jessie Einhorn claims that the line immediately sold out and is now being resold at StockX for "around 70% above retail." (McCann, 2022) One color of a FOG Essentials kids

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hoodie, meanwhile, lists for over 230% above retail at about \$150. (Einhorn, 2021) “This entire culture was born in the ’80s... and the people that came of age watching Michael Jordan play, they’re all aging into a demographic that’s having kids,” said Einhorn. “Whether its Yeezy or The Hundreds or Fear of God, the creators themselves are reaching that middle age where they’re thinking about what their kids want to wear.” (“Brands are catering to aging millennial parents with children's streetwear”) (McCann, 2022)

FABRICS

Fear of God uses a variety of materials for its many sweaters. The brushed back fleece used in the Fear of God light oatmeal hoodie is constructed of 80% cotton and 20% polyester. The cable knit fabric used to create the Fear of God wood cable knot sweater is for their basic needs. That is composed of 10% nylon, 33% acrylic, and 57% cotton. A general description for one of the knit sweaters would be, “The Essentials Fear of God Wood Cable Knit Sweater features a cable knit fabric with a round neckline, long sleeves, an oversized fit, and a rubber brand label at the upper back.” (Pacsun, 2022)

Figure. 3 Description of product

DETAILS ^

The Essentials Fear Of God Wood Cable Knit Sweater features a cable knit fabric with a round neckline, long sleeves, an oversized fit, and a rubber brand label at the upper back.

- Solid color sweater
- Cable knit fabric
- Long sleeves
- Round neckline
- Back rubber brand label
- Oversized fit
- Model is wearing a size medium
- **Hand wash, flat or line dry**

FOG Essentials are **final sale** and may not be returned, modified, or exchanged due to high demand. This supersedes all other PacSun return policies.

- SKU: 0125508520011718

A cable knit sweater is a sweater that is knitted into a cabled knitted pattern- cables are raised patters that look like ropes or graids. "They are also known as Aran sweaters, because they originated in the Aran Islands off the west coast of Ireland." ("The History of Cable Knit Sweaters | An Historian About Town") (Anhistorian, 2022). The majority of Fear of God's clothing is made in Los Angeles at 13 separate factories. For the knitwear and tailoring, which are a key component of the brand, the company still uses a small number of Italian suppliers. (Baron, 2020)

PROMOTION

Jerry Lorenzo advertises his product by utilizing his social media following. He lacks any actual locations because this is an online retailer. Because of this, he has very cheap overhead and can increase brand awareness through free social media advertising. For brand promotion, the company turns to other well-known personalities. On their Instagram, they feature images of Zendaya and even children wearing their kids collection. This marketing strategy works. Celebrity endorsement, in the opinion of Forbes contributor Steve Olenski, boosts short-term sales and long-term brand exposure. (“Celebrity endorsement in brand building | eBusiness Weekly”) Celebrity marketing is also particularly useful for signaling a brand's significant change, such as the launch of a new product, market growth, or recently changed brand positioning. (Vinikas , 2022)

Figure .4

Kids collection

Zendaya wearing F.o.G



Email is also used by the company to promote sales. Additionally, they instruct the retailers that sell their goods to email customers. They create urgency and demand by putting “Going FAST ⚠️ Fear of God ESSENTIALS” in their subject line. Designer childrenswear is being introduced by companies like Fear of God. As a generation of founders and their followers transition into parenting, more chic stores and brands are entering the \$145 billion childrenswear market. (Suen, 2021) Since Pacsun was far apart from the fast fashion trends that he was seeing

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mimic his brand, Jerry Lorenzo made a point of selecting them to carry his goods. (Stinney, 2018)

SIGNIFICANCE OF JERRY LORENZO IN THE FASHION INDUSTRY

In a field overrun with subpar work, Lorenzo brought something new to the table. He combined luxury, quality, and cheap pricing to create the ideal brand. The majority of those in the industry don't share his vision. His enjoyment is independent of whether a certain retailer carries his clothing or whether Forbes or Vogue publish articles on him. (Stinney, 2018).

Lorenzo made it his life work to make sure that he made things in his closet that he thought was missing. He said "I felt like there was something missing in my closet. And if it was missing in mine, then it must be missing in yours, too." ("Jerry Lorenzo - Wikipedia") (Philips, 2019).

Lorenzo identified a need in the community and took advantage of it. In 2018, he debuted his Fear of God Essentials line. It is clear that he is forging a new path for fashion that will be forever recognized, despite the fact that it is still relatively fresh for him and his work. "When we started the collection, the intention was to chase perpetuity, timelessness, sophistication and elegance. As the collection developed, more and more it just felt eternal," said Fear of God founder and creative director Jerry Lorenzo. "The collection didn't feel like a number or a season, it felt like something that could live forever, so everything that was considered in this offering was designed with those guardrails." ("Fear of God Eternals Collection | Hypebeast") (Kelly, 2022). Lorenzo tries to tell a story with all his pieces. (Trebay, 2020). He stands out from

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his rivals because of this. His brand took off in streetwear as a result of the widespread acceptance of his large silhouette. Even though Jerry Lorenzo is still a newcomer to the game, he is already having an impact. He won't be relenting any time soon. So, keep an eye out for him.

Figure .5 Various pieces of F.o.G.



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