

FEAR OF GOD

# PR PLAN

NGUYEN 'WILLIAM' LE

Fear of God is an independent American luxury fashion brand founded by Jerry Lorenzo in 2013 in Los Angeles. The DNA of the brand is focusing on the Minimalism concept which highlights the sophistication of the craftsmanship and the quality of high-grade materials.

## ABOUT THE BRAND

# MISSION STATEMENT

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.

# TARGET AUDIENCE

- AGE: 18 - 32
- GENDER: BOTH MALE AND FEMALE
- INCOME: \$20,000 TO \$45,000 / YEAR
- LOCATION: BIG CITIES AND URBAN AREA
- OUTGOING & LIKE MINIMAL DESIGNS



## EXECUTIVE SUMMARY

This is a one-year PR plan and strategy for Fear of God. Not only increasing the high sale volume and the revenue of the brand, but this plan also help to redefine the company's DNA, make a bold statement of the brand's style, wide-spread its popularity, affirm its position in the fashion industry, improve the brand's images, and maintain the connection with both new & loyal customers.

This PR Plan will contain the upcoming launches and events for 2022, as well as influencers and media strategies. The plan mainly focuses on the target customer's lifestyle by enhancing the new looks, style, colors, and high-quality materials.

# LAUNCHES

# SPRING 2022

## SEASON OF FLORA

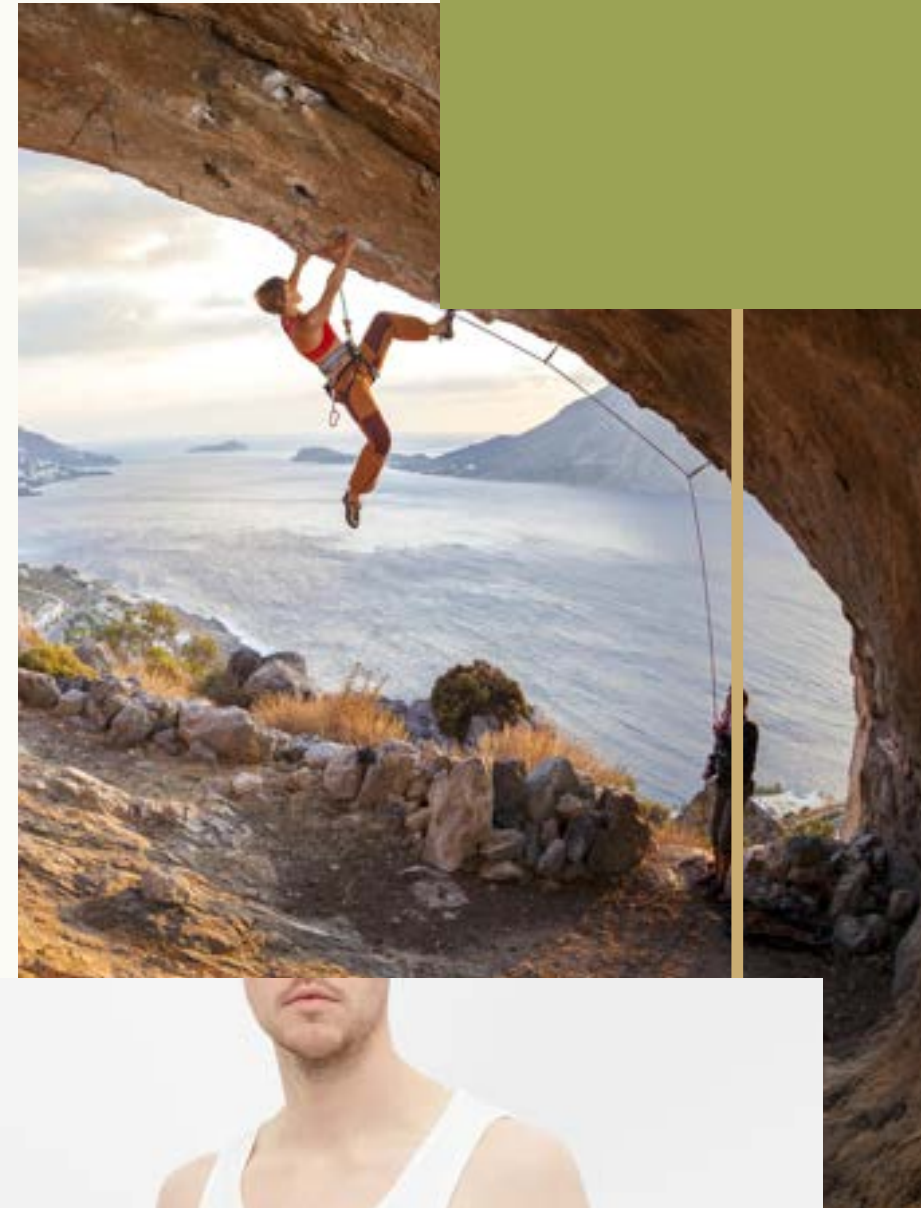
The weather is getting warmer by this time, however, there is still a little bit cold from the last winter. The blossom of thousand flowers is the inspiration of the entire collection. T-shirts, sweatshirts/sweatpants, knitwear will be the main products of this launch. Light or pastel colors will also be applied to this collection. The price range for the Essential line will be around \$40-\$90 per product, while the price range of the FOG line will be \$300-\$900 per product.



# SUMMER 2022

## SEASON OF YOUTH AND ADVENTURE

This season will focus more on customer's lifestyles. This is the time when people travel a lot. The items will be more functional that fit with the uses of Summer. T-shirts, tank tops, shorts, slippers, and trousers will be the main items of this launch. Core materials have to be thermal conductivity like cotton and linen. The price range for the Essential line will be \$40-\$75, while the price range for the FOG line will be \$290-\$600.





# FALL 2022

## SEASON OF PEACE AND SILENCE

This is the time when people normally take a break after a long travel journey. The weather is getting colder but not too cold. The collection will have a vibe of the autumn season. Neutral colors like Olive, grey, cream, black, and white will be used. T-shirts, sweatshirts, sweatpants, hoodies will be the core items. The price range for the Essential line will be \$40-\$100, while the price range for the FOG line will be \$290-\$900.



# WINTER 2022

## SEASON OF LOVE

This is the happiest season of the year. Family members gather together to enjoy many special holidays. The collection will be exclusive for special holidays or family & friends. A high amount of purchases will be made due to the high demand of getting presents for each other. Long-sleeve shirts, sweatshirts, sweatpants, hoodies, mock/turtle neck shirts, denim will be the core items. The price range for the Essential line will be \$60-\$190, while the price range for the FOG line will be \$350-\$1600.



# EVENTS

# POP-UPS IN ASIA

It is the first time that Fear of God has pop-ups in Asia. The pop-ups will take place in many big cities around Asia like Tokyo, Seoul, Taipei, Singapore, Bangkok, and Shanghai. Pop-ups will be held from January 1st to March 31st, 2022. Exclusive drops will be available for each different city. Activities like raffles, music, food serving will come to all pop-ups. Influencers from the country that has pop-ups will also be invited to come to the event. This event will mark a big step for the brand in the strategy that extends the international market.



# CONVERSATION WITH THE FOUNDER

Jerry Lorenzo - the founder of the brand will have a talk show/conversation with followers on Instagram Live and YouTube Live. The event will be on June 24th, 2022. Lorenzo will share his thought about the upcoming trends, brand history, and DNA. Random questions on both platforms will be selected to ask Lorenzo. This is a bonding event that strengthens the connection between the customers and the brand.



# COLLABORATION WITH KITH

From Los Angeles, all the way to the East Coast - New York, Fear of God will have the biggest collaboration with Kith - a streetwear brand based in New York. Both brands share the similarity about the DNA and message which is delivery of the best quality products through high-grade materials with sophisticate & delicate details. The drops will be available on August 16th, 2022. This event will be a big bomb among the streetwear and fashion community since both brands represent the honor of American fashion brands.

The KITH logo is displayed in a bold, black, sans-serif font within a white rectangular box.

# FEAR OF GOD

# THE MET GALA

The Met Gala is the biggest event of the year in the fashion community which is held by Anna Wintour - The most powerful woman in the media industry. Celebrities will dress in their most special outfits which are mostly customized by famous fashion brands around the world. This event draws the most attention to all the top newspapers or media companies. Fear of God will design a custom-made outfit for a celebrity that will come to the event. Jerry Lorenzo will also show up with that celebrity on the red carpet. This event will help Fear of God widespread the popularity among the community.



# FEAR OF GOD SURPRISINGLY SHOWS UP IN RANDOM BASEBALL GAME



Jerry Lorenzo himself is a fan of baseball games. This campaign does not only show the interest of the brand owner in baseball but also shows the ambition of the brand by expanding the product category. The event will be featured with many famous baseball athletes like Mike Trout, Mookie Betts, and Cody Bellinger. They will show up with Fear of God outfits before entering the game. Also, small pop-ups will randomly be put in one of the games.



## PHILANTHROPY

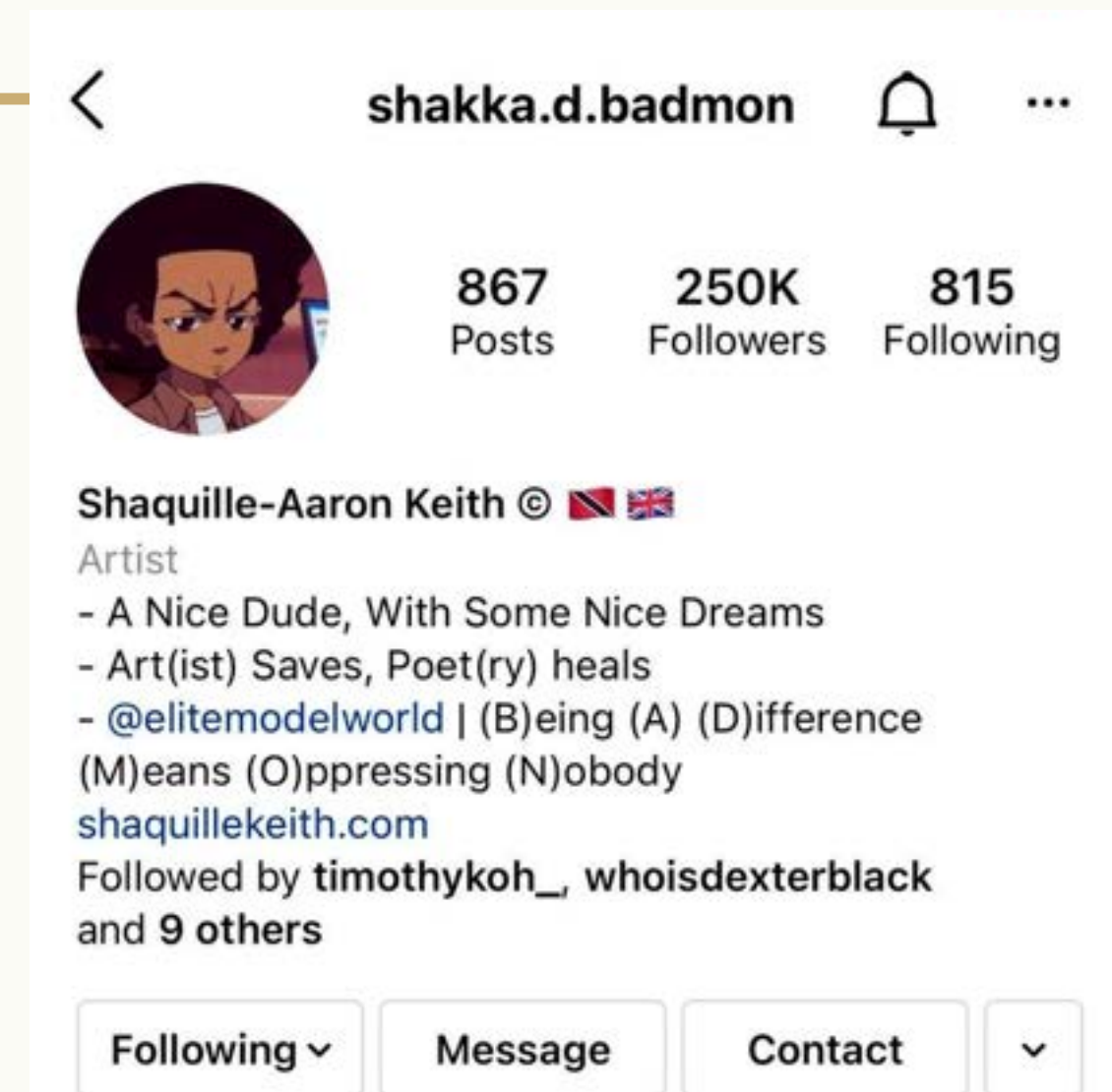
Fear of God will team up with WWF for the campaign coming up in September 2022. This event marks an important step in Fear of God's history in the effort of saving the environment and animals that were damaged by the fire every year. The main product that will be promoted is the polo Essential shirt that has both logos Fear of God and WWF. Products will be promoted in all social media platforms with #savetheenvironment and #FOGxWWF. The cost for this shirt is \$70 and profit from this campaign will be donated to WWF.





## INFLUENCER CAMPAIGN

- **Justin Bieber**
- **@justinbieber**
- **193M Followers**
- Role: Long-term Ambassador
- Budget: \$25,000
- A long-term ambassador contract with Justin Bieber with a few restrictions. Bieber's images will be promoted in every campaign. He will also show up with Fear of God outfits most of the time.



- **Shaquille-Aaron Keith**
- **@shakka.d.badmon**
- **250k Followers**
- Role: Event Activation & Sponsored Blog Post
- Budget: \$2,500
- Shaquille will get invited to all Fear of God events. While posting stories about the events, Shaquille will also get sponsored for any post that he upload about Fear of God.

# **MEDIA STRATEGY**

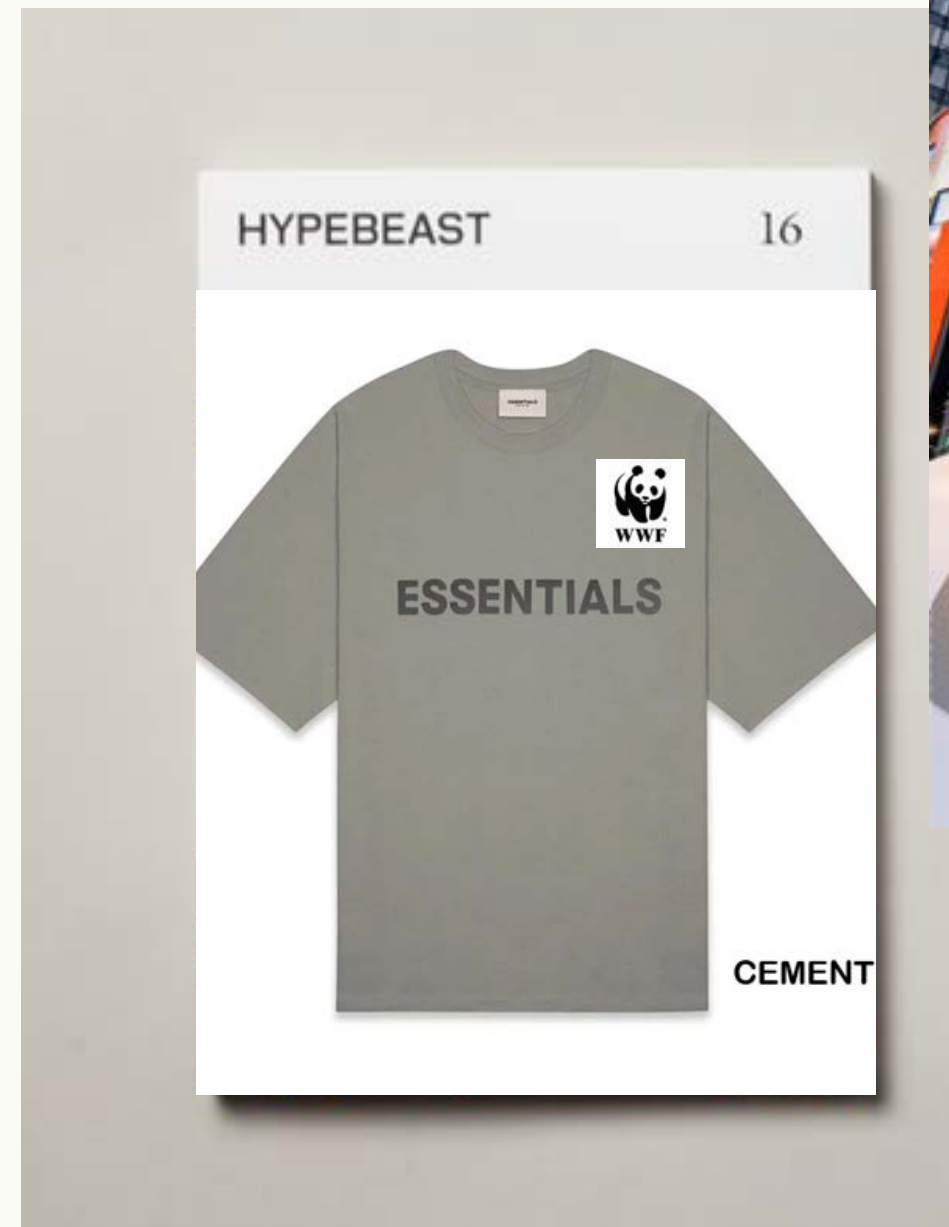
# OWNED MEDIA

The campaigns will be promoted through all of the Fear of God channels including Facebook, Instagram, Twitter, and the official website.

Campaign, Looks, and Film on the official website are also another that the company stays blogging in order to promote upcoming campaigns and maintain the connection with customers.



# PAID MEDIA



Normally, Fear of God paid advertisement for each big new campaign. Most commonly is on the Instagram channel. Other than that, the brand working with influencers and publicity companies like Highsnobity, Hypebeast, GQ.

Same as always, the new strategy is focusing on advertising on Instagram, Influencers, Publicity companies, and billboards.

# EARNED MEDIA

The brand built up a great community on social media, hashtag #fearofgod is used and increasing every day. Some influencers and celebrities show up in Fear of God outfits without any sponsorship.

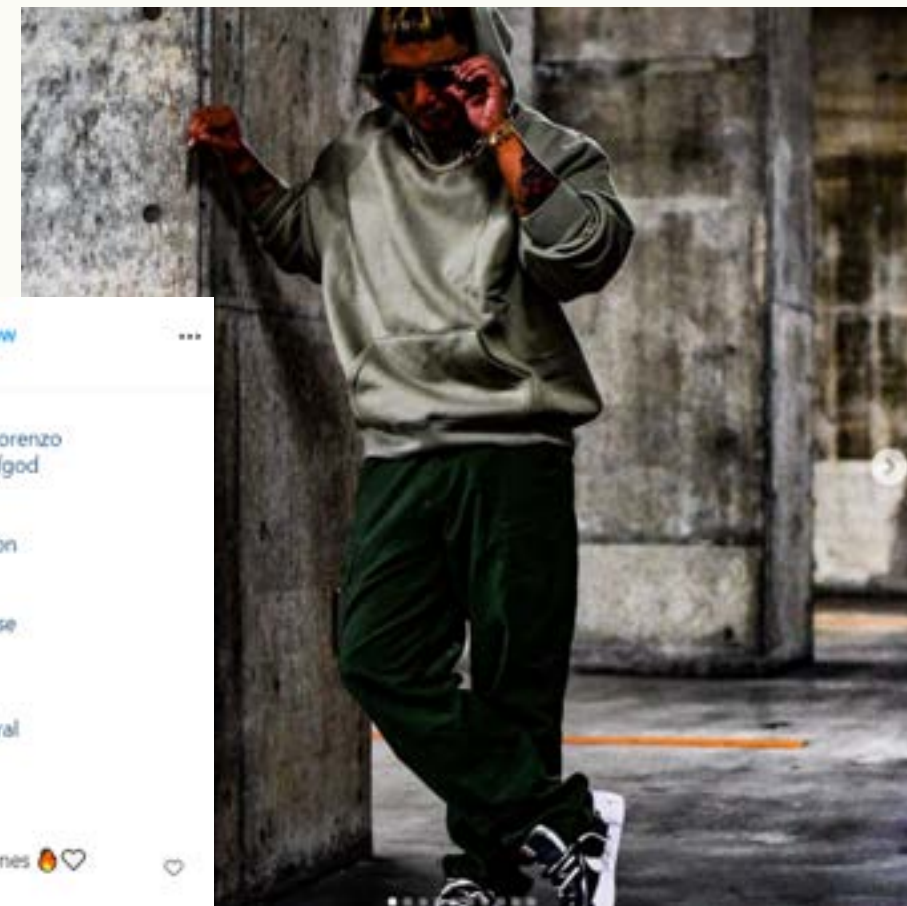
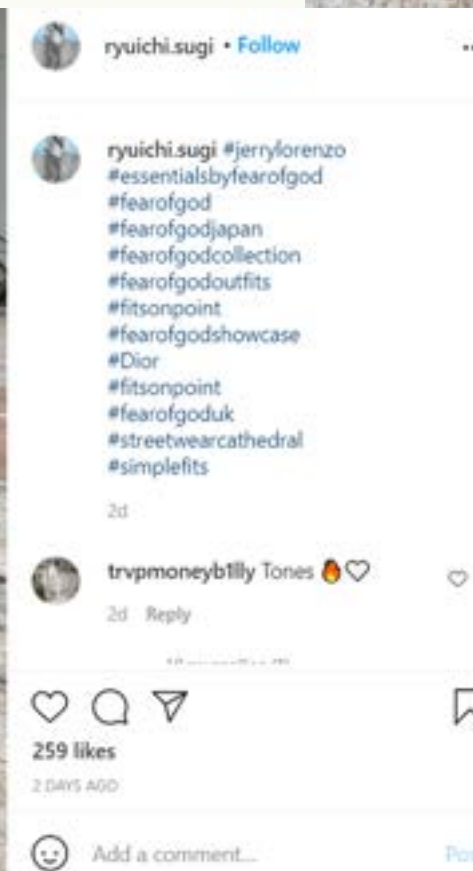


#fearofgod

2,036,601 posts

Follow

Top posts



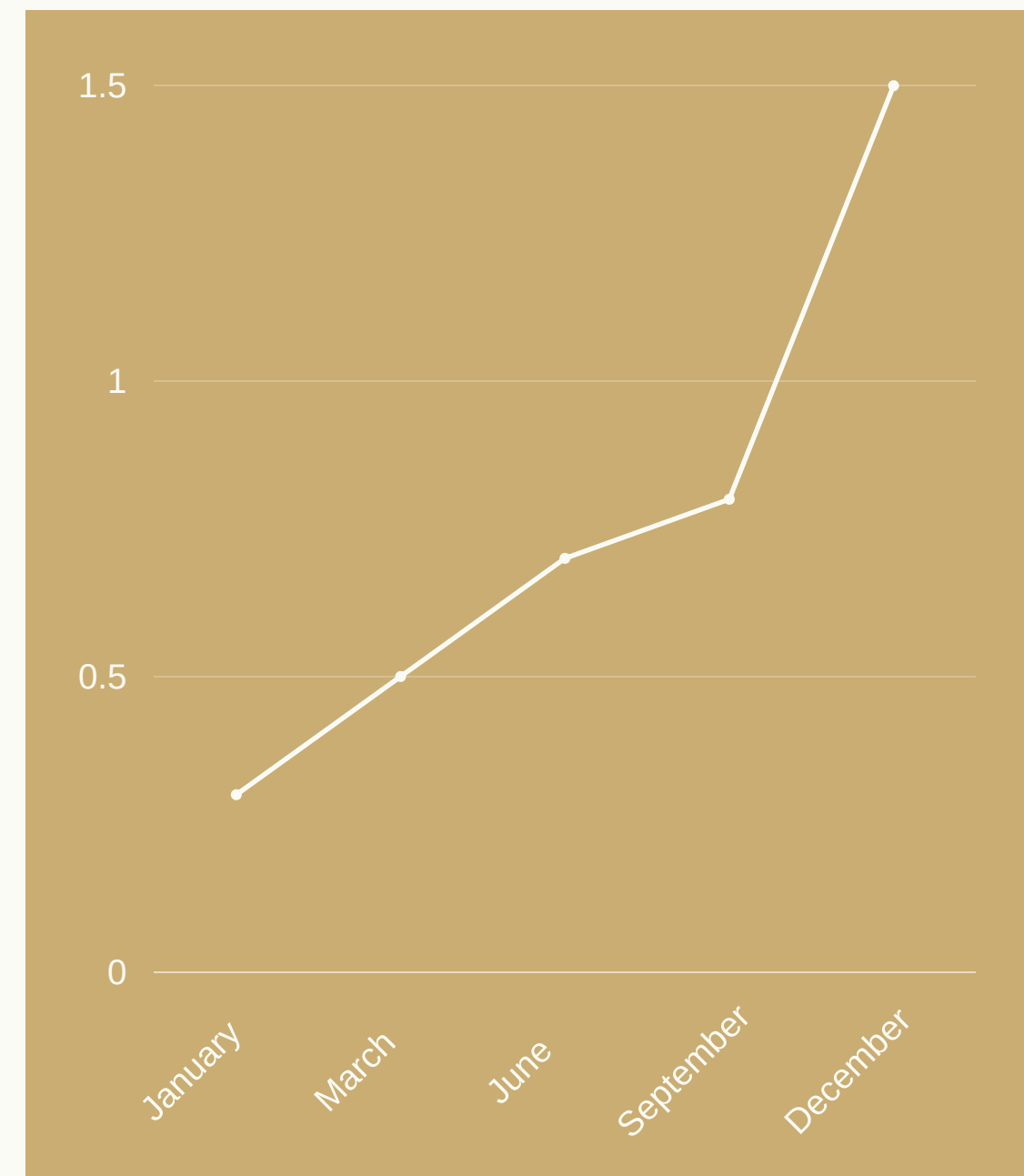
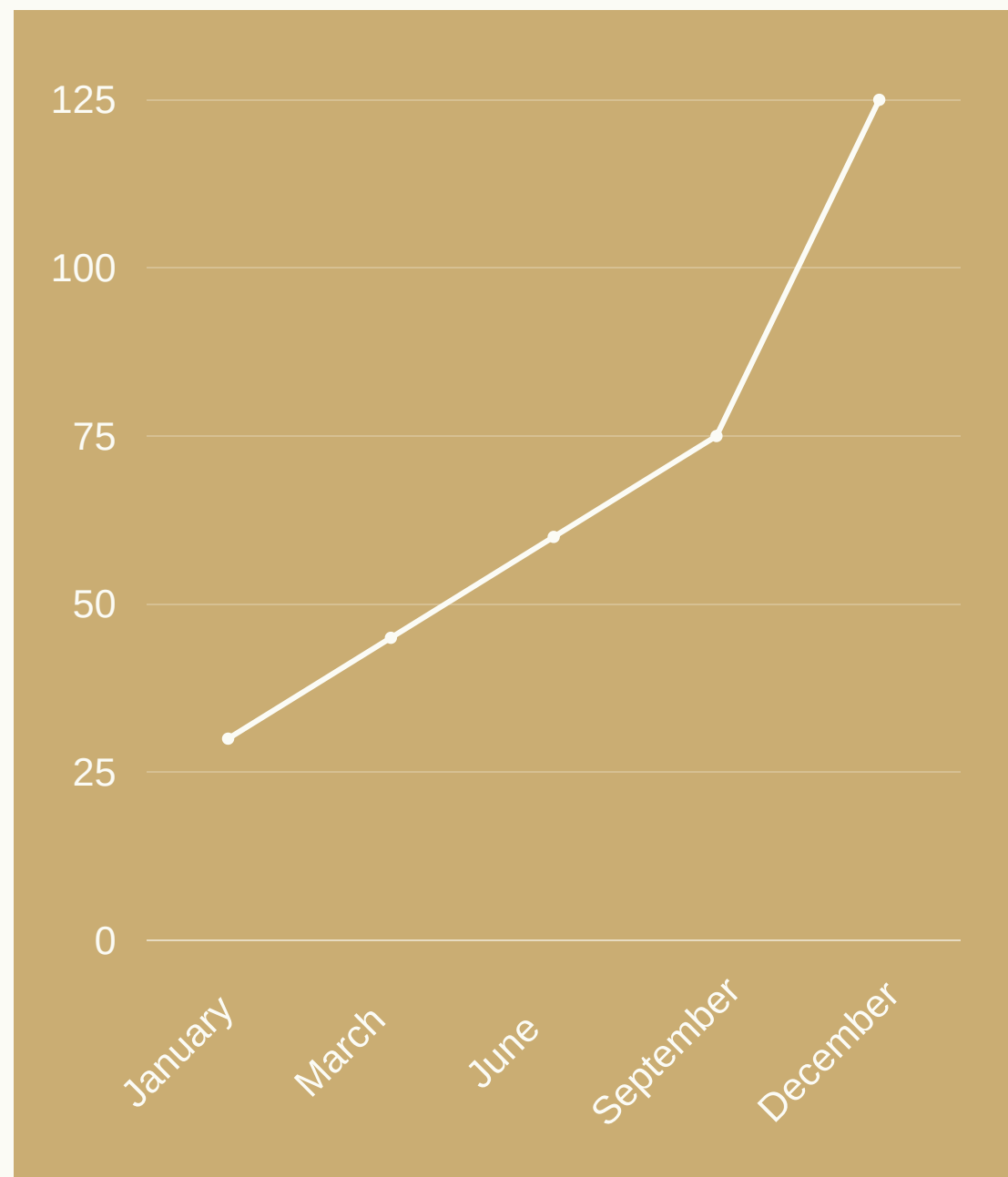
# GOALS & MEASUREMENT OF SUCCESS

As the result, expectedly the brand will achieve:

- Increasing 35% in revenue compared to last year.
- Increasing 15% in conversion.
- Increasing 1 Million people follow on social media.
- At least 20% positive on ROI

# GOALS & MEASUREMENT OF SUCCESS

## REVENUE CHART AND CONVERSION CHART





**THANK YOU**