

FEAR OF GOD

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Justin Bieber Finally Become an Official Member of Fear of God Family

Los Angeles, March 3, 2022 – Fear of God announced an official collaborates with Justin Bieber today. After many collaboration, Justin Bieber finally accepted the offer to become Fear of God global ambassador.

The contract is just signed today, however, Fear of God already have a plan for Justin Bieber show up in the newest campaign. The campaign will start in April 2022 and will be announced on Fear of God website, social media as well as Justin Bieber's social media. Customers will have access to purchase items from the campaign on the first day of May 2022 on Fear of God official website <https://fearofgod.com/> or any other retailer.



Justin Bieber first collaboration in 2016 on his “Purpose” tour. Flannel shirts, t-shirts, ripped jeans customize with Purpose Tour and Fear of God logo in three different color palettes. No longer after the announcement the style Justin Bieber wore became the most popular fashion trend of that year. Fear of God becomes the well-known brand because of that event.

“It has been a pleasure for me to welcome my brother Justin Bieber to our Fear of God family.” happily said Jerry Lorenzo, the designer and CEO of the top American designer brand – Fear of God when he announced that Justin Bieber finally become the brand ambassador. “I had seen Justin on a couple of occasions, and he was such a high-energy, super-positive person. I believe in him, as a person. I think he is one of the most talented people I’ve ever met. From being able to play basketball with the kid, then the kid picks up a soccer ball, then he picks up a guitar, and he sings, and he can dance! Like... he has something there that’s God-given.”

“It is my pleasure to join the family!” Bieber said on his social media today with a picture of wearing Fear of God outfits.

ABOUT Fear of God

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