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The Gold Gods and Yung Rich Nation Join Forces for Exclusive Line

Leading Urban Culture Jewelry Brand Collaborates with Migos Lifestyle Brand YRN

LOS ANGELES, CA – November 15, 2017 – The Gold Gods, the industry-leading urban street culture jewelry and accessories brand, announces a partnership with Yung Rich Nation (YRN).

The partnership between The Gold Gods and YRN centers on product collaborations, featuring a series of exclusive co-designed jewelry inspired by certified platinum hip-hop group Migos. Named after the group's first studio album Yung Rich Nation, YRN is the lifestyle brand of Migos ran by partner Rebecca Cher whose industry heritage stems from Norton Cher, the co-founder of Rocawear and former business partner of Jay-Z.

Cam Love of The Gold Gods, who has built a \$20M brand in just 4 years, including collabs with French Montana's Coke Boys, Tyga's Last Kings Co., and Grizzly Griptape, saw a perfect alignment between premium jewelry for the masses and YRN. The first set of GG x YRN jewelry will be available exclusively through North American retailer Zumiez in December 2017.

"As we've exponentially grown our business and expanded our brand, we've worked hard to stay true to urban street culture and YRN sits at the heart of today's generation," says Cam Love, founder and creative director of The Gold Gods. "When we learned of The Gold Gods, saw their quality of products, their foothold on urban culture, and their broad distribution, it was an easy partnership decision for YRN and our core values," says Rebecca Cher, CEO of YRN.

For more information about The Gold Gods or YRN, please visit www.thegoldgods.com or www.yungrichnation.com, respectively.

About The Gold Gods

The Gold Gods (www.thegoldgods.com) is a leading jewelry and accessories brand tailored towards the urban street culture lifestyle. Founded in 2013 in Kansas City, MO, the lifestyle brand combines unique designs with quality craftsmanship. The Gold Gods is the top retail-selling urban jewelry line in North America distributed in more than 800 stores, and online worldwide. Its flagship retail store is located at 450 N. Fairfax Avenue in Los Angeles, CA.

About YRN

YRN (www.yungrichnation.com) is the lifestyle brand of award-winning Atlanta trio Migos, one of the leading artists in hip-hop and trap music today. Based in New York City, the brand consists of apparel, accessories and merchandise that are representative of the Migos unique and personal style as trendsetters in urban culture. From printed tees to cut-and-sew, headwear to collectables, YRN represents the core essence of Migos as an urban culture movement.