



## FaZe Clan and Nike officially confirm their first product collaboration: the Nike LeBron Nxtt Gen x FaZe Clan.

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Please see [this Dropbox folder](#) for official images .



### What to Know:

- The Nike LeBron Nxtt Gen x FaZe Clan is the first collaboration product from Nike and FaZe Clan, the global lifestyle and media platform rooted in gaming and youth culture.
- The Nike LeBron Nxtt Gen x FaZe Clan was designed in a collaborative creative process with Nike and the FaZe creative team, including FaZe Clan Creative Director Jay 'JVY' Richardson and renowned stylist and fashion visionary, Toreno Winn.
- The Nike LeBron Nxtt Gen x FaZe Clan boasts classic FaZe Clan colorways (red and black) with a holographic logo and a technology motherboard representing the connection between athletes and gaming culture.
- The Nike LeBron Nxtt Gen x FaZe Clan will be available on March 9 in North America at SNKRS and FaZeClan.com.

"Our hope is that our first collaboration with Nike solidifies gamers belonging in the same realm of professional athletes," says JVY, FaZe Clan's Creative Director. "The design of this shoe is inspired by the analogy that just like motherboards buried underneath the shell of technology, all great talent comes from beneath, and we all use different internal functions to power us as athletes and gamers."

Later tonight, Sierra Canyon and Bronny James will officially debut the shoe during the Sierra Canyon vs. Notre Dame game at UCLA's Pauley Pavilion at 8pm PT. In addition to Bronny and the team repping the shoe in-game, FaZe Clan talent will be sitting courtside to support and celebrate the official reveal and confirmation of the collaboration.