



NEWS RELEASE

Gap Inc. Debuts First Fashiontainment Partnership with Emerging Boy Band JYT

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Multi-year collaboration with rising pop act JYT, Wexler Records and Republic Records reimagines music fandom through original content, live experiences, and fashion.

SAN FRANCISCO, Sept. 22, 2026 /PRNewswire/ -- Today, Gap Inc. (NYSE: GAP) announced a new multi-year partnership with Just Your Type (JYT), the five-member, dance-forward American boy band. The collaboration is the first under Gap Inc.'s Fashiontainment platform, which leverages the power of its iconic brands to create content, licensing, partnerships and experiences that build fandom and deepen relationships with consumers.

Developed by Grammy-nominated songwriter and producer Freddy Wexler and signed to Wexler Records/Republic Records, JYT has emerged as one of music's fastest-rising new acts, generating more than 450 million views over the past 90 days and building an audience of more than 2 million followers across social platforms.

In partnership with Wexler and Republic, Gap will be the first brand in the Gap Inc. portfolio to activate the Fashiontainment platform, co-developing the collaboration with JYT across content, live experiences, and fashion. Anchored by a multi-episode docuseries co-produced by Gap chronicling the band's rise, it will include a national mall tour, a Gap capsule collection co-designed with the five members of JYT, and social content across the platforms where audiences discover music and culture. Together, these touchpoints will give fans multiple ways into JYT's world as the band's journey unfolds.

Leading the Fashiontainment platform is Pam Kaufman, Chief Entertainment Officer, who oversees Gap Inc.'s newly created Entertainment division and joined the company to expand how its portfolio of iconic American brands shows up and shapes entertainment and pop culture.

"Gap has always lived at the intersection of style, music and culture, and our Fashiontainment platform builds on that legacy by putting our brands at the center of the stories and cultural moments people care about," said Kaufman. "With JYT, we're drawing on the full breadth of Gap—from creative storytelling and fashion to our stores and experiences—to give audiences multiple ways into the band's world. JYT embodies the mix of music, dance, personality, fashion and fandom that makes this partnership so exciting—and so distinctly Gap. Together, we can create something much bigger than a campaign."

JYT is Recker Eans, Toby Green, Caden Adamonis, Bryan Chan and Tyler George, five performers whose individual strengths span dance, vocals, songwriting, acting, musicianship and digital storytelling. The group is building a new generation of American boy-band fandom around music, choreography, personality and style.

"It's rare to find a partner who shares our dedication to discovering and nurturing talent," said Wexler. "We've found that in Gap Inc. The company understands how music, fashion, storytelling and live experiences build on one another, giving fans more ways to connect with JYT. Through its iconic Gap brand, which has helped shape culture for generations, we see an opportunity to bring JYT to audiences in new ways. That shared vision has made Gap a true creative partner."

"JYT's incredible talent, drive and unbridled ambition continue to inspire all," said Monte Lipman, Executive Chairman, REPUBLIC. "Freddy Wexler's vision of delivering the world's next global sensation, along with the historic alliance with Gap, makes for an extraordinary opportunity to deliver one of this year's biggest breakouts."

The Gap x JYT partnership will unfold across a series of interconnected experiences:

- Original entertainment: Gap will co-produce a multi-episode docuseries following JYT behind the scenes as the group builds toward major music and live-performance milestones, giving audiences an inside look at the band's journey, personalities, relationships and creative work.
- Live fan experiences: Next month, JYT will embark on a national mall tour, combining live performances with immersive fan moments and in-store activations at select Gap locations. The tour puts JYT directly in front of fans in spaces that have long played a role in youth culture and boy-band fandom.
- Fashion & style: Co-designed with the five members of JYT, the Gap x JYT collection channels each member's distinct personal style into signature pieces fans can make their own. Gap will also dress JYT for select performances throughout the partnership, extending the collaboration from the collection to the stage. The collection drops fall 2026 in stores and on **gap.com**.
- Social and cultural storytelling: Gap and JYT will create content and activations across the platforms and places where audiences discover music, fashion and emerging talent.

Additional details about the Gap x JYT collection, live experiences, and original content will be announced in the

coming months.

About Just Your Type

Just Your Type (JYT) is a five-member American boy band bringing together performers Recker Eans, Toby Green, Caden Adamonis, Bryan Chan and Tyler George from across the U.S. and U.K. Created and developed by Grammy-nominated songwriter and producer Freddy Wexler and signed to Wexler Records/Republic Records, JYT has emerged as one of pop's fastest-rising new acts, generating more than 450 million views over the past 90 days and building an audience of more than 2 million followers. The group includes a Grammy- and Emmy-nominated drummer whose acting credits include Disney's *Wizards of Waverly Place*; a producer and former Young Simba on Broadway; a classically trained pianist; and two of the country's top young dancers. With elite choreography at the center of its identity, JYT is poised to become the first truly dance-forward American boy band to break through in decades.

About Gap Inc.

Gap Inc., a purpose-driven house of iconic brands, is the largest specialty apparel company in America. Its **Old Navy**, **Gap**, **Banana Republic**, and **Athleta** brands offer clothing, accessories, and lifestyle products for men, women and children worldwide through Company-operated and franchise stores and e-commerce sites. Through **Encore**, its cross-brand membership program, Gap Inc. connects members across its portfolio to rewards, benefits and exclusive experiences. Since 1969, Gap Inc. has created products and experiences that shape culture, while doing right by employees, communities and the planet through its commitment to bridge gaps to create a better world. For more information, please visit www.gapinc.com.

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