

Leo Choir Rocks Confidence Apparel in Chicago Bulls Campaign Airing All Season

Chicago's Leo Choir brings Confidence Apparel to center court in a high-profile Chicago Bulls campaign.

Chicago, Illinois Nov 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Confidence Apparel, the modern luxe streetwear brand founded by Robin Harris and Norman Scales, proudly announces its ongoing partnership with the Leo High School Choir — a collaboration merging fashion, music, and empowerment across Chicago's creative scene.

Following their standout performance at the City of Confidence Fashion Experience during Chicago Fashion Week, the Leo High School Choir — fresh off their 2025 America's Got Talent finals appearance — continues their remarkable rise. The group now takes center stage in the Chicago Bulls promotional video, proudly wearing Confidence Apparel, which will air before every home game throughout the 2025–2026 NBA season.

"This partnership is about more than style — it's about creating moments that allow young men to show up with confidence and pride," said Robin Harris, Co-Founder and Creative Director of Confidence Apparel. "Seeing Leo Choir wear our designs in an official Bulls campaign is a full-circle Chicago moment."

"This collaboration represents how faith, culture, and confidence intersect," added Norman Scales, Co-Founder of Confidence Apparel. "We're honored to support the next generation of leaders through style and storytelling."

The partnership between Confidence Apparel and the Leo High School Choir highlights the powerful connection between creativity, community, and representation. Together, they continue to inspire youth while showcasing Chicago's cultural excellence — from the runway to the arena.

About Confidence Apparel

Confidence Apparel is a Chicago-based modern luxe streetwear brand founded by Robin Harris and Norman Scales. The brand merges empowerment and design to inspire individuals to walk boldly in their purpose. Confidence Apparel is also the producer of the City of Confidence Fashion Experience, a signature annual event at Navy Pier during Chicago Fashion Week spotlighting creativity, culture, and community.

Learn more at www.shop-confidence.com and follow @shop.confidence.

About Leo High School Choir

Representing Chicago's historic Leo High School, the Leo Choir has gained national attention for its powerful performances and uplifting message. From America's Got Talent to the Chicago Bulls, the choir continues to champion faith, unity, and excellence in the arts.

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