

G-STAR RAW

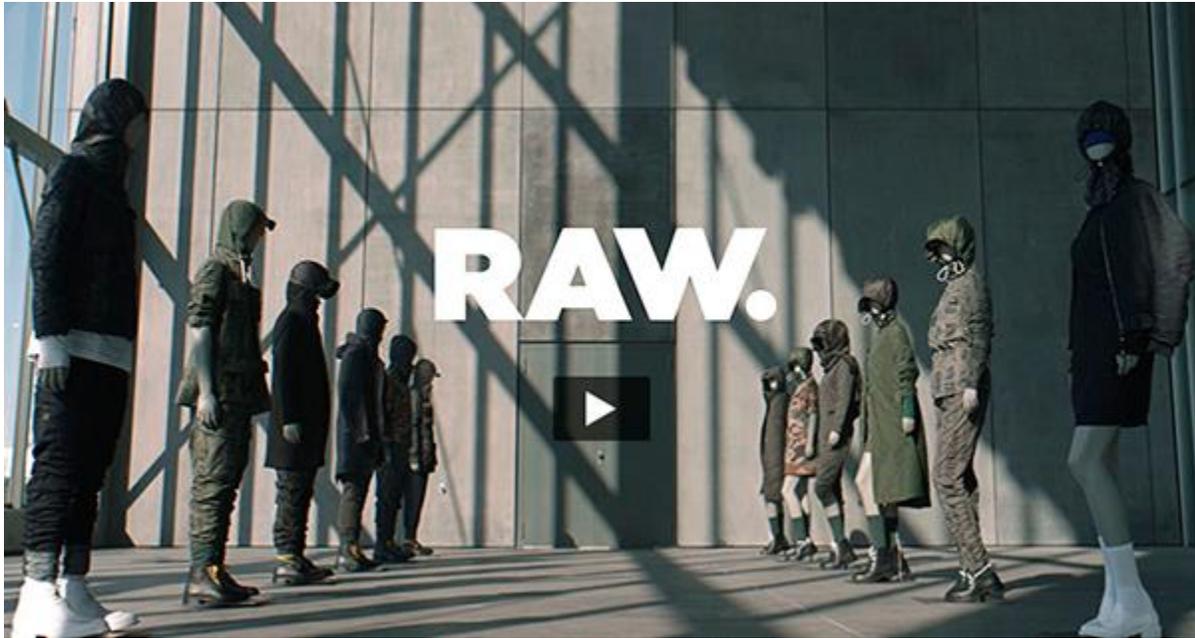
G-Star and Pharrell ask “What is RAW?” in their latest campaign



“RAW is not a noun, RAW is a verb”, said G-Star’s new co-owner and Head of Imagination, Pharrell Williams, when asked about the meaning of raw. For the first time in the brand’s history, G-Star RAW is stepping beyond the product to present the question: “What is RAW?”

To answer the question, the G-Star Fall/Winter ‘16 campaign tells the story of what exists beneath the surface of the brand itself: the people that make it, their craft, and the spaces they occupy. This story and subsequent metaphoric journey through the world of G-Star is portrayed through the RAW Family Portrait. The formation within the portrait emphasizes the brand’s belief in equality and team effort. By stripping back what’s on the outside to uncover what lies beneath – this is raw.

The Family Portrait is just one part of a multilayered campaign, which is also comprised of a film that highlights the design process taking place at the G-Star headquarters in Amsterdam, and a series of digital shorts which tell the stories of the brand’s product engineering process, obsession with 3D-denim construction, commitment to sustainable innovation, and more. Throughout all the seasonal campaign assets, it becomes quite clear: the real meaning of raw is a personal sentiment that cannot be explained, it has to be felt to be understood. #WhatisRAW



Notes to Editors

G-Star RAW

Founded in 1989, G-Star RAW remains driven by a philosophy of “Just the Product”. With this dedication to quality and progress, the brand represents the forefront of the denim industry, producing pioneering products, and rapidly growing into a global brand. Since inventing the ‘3D Denim’ approach to jeans construction in 1996, with the creation of the G-Star Elwood, G-Star now offers a wide range of apparel, accessories, footwear, and eyewear, alongside its jeans core.

g-star.com

Information

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