



SPORTLAND

G-STAR RAW LAUNCHES ELWOOD X25 IN DUBAI

Dubai, 23rd March, 2017 – The limited edition Elwood X25 collection curated by Pharrell Williams was launched at Tom & Serg in an artistic environment of music and delicious food put together exclusively for the event.



Elwood X25 is a translation of unrestrained self-expression by Pharrell Williams captured in 25 prints. Inspired by original checks, camouflages and traditional patterns from all over the world, these 25 prints make space for individuality.

Pharrell, Head of Imagination at G-Star comments *“The 25 prints are an expression of true creativity. They give everyone the freedom to choose for themselves, and by doing so, empower them to decide who they want to be and what they want to wear”*

“We kick off the collection in the UAE with 10 prints which we are sure will set the mood for what is yet to come as part of the Spring-Summer collection of G-Star RAW. Expect iconic pieces as a result of the artistic blend that is part of the G-Star’s DNA. We are very excited about this launch because there is no better place to welcome a collection tailored for a global audience than Dubai; a city where we have a melting pot of different cultures. People can relate to any of the prints”, Veronica Smulders, Marketing Director at Sportland says.



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G-Star Elwood X25 will be exclusively available at G-Star RAW Dubai Mall from Wednesday 22 March 2017 as a limited edition, with only 10 pieces of each print for sale in the UAE. Customers are invited for a try-on experience on Friday 24 March 2017 at the Dubai Mall store from 6-8pm for a chance to win one of their favorite print. The pieces will also be on display at Tom & Serg until 30 March.

For more information visit https://www.g-star.com/en_ae/elwoodx25 and for G-Star RAW locations in the UAE visit <http://www.sportlanduae.com/brands/g-starraw>.

NOTES TO EDITORS

G-Star RAW in the UAE is managed by Sportland Group. The media launch of G-Star Elwood X25 will take place at Tom & Serg in Dubai on Wednesday 22 March 2017 at 7.30pm.

About G-Star RAW

G-Star RAW Founded in 1989, G-Star AW 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. February this year, G-Star RAW and Pharrell Williams announced their strategic partnership in which Pharrell Williams is co-owner of the jeans brand and titled 'Head of Imagination'. Pharrell Williams is immersed in the company on many creative levels, from collections, to advertising and business strategy

About the G-Star Elwood

Created in 1995 by Head Designer Pierre Morisset, the G-Star 5620 Elwood was the first pair of jeans constructed using the 3D Denim method. Unlike traditional patternmaking, which approaches the garment as a flat object, 3D Denim uses techniques to sculpt the jeans around the wearer through inserted panels and darts. The concept came to Morisset at a rest stop in the South of France. A passing motorcyclist was riding in his jeans, which had formed to his riding position through long time exposure to the elements. Intrigued by how the jeans had clad around the motorcyclist's legs, Morisset sought to recreate the 3D shape of those wet, solidified jeans, giving birth to both 3D Denim and the G-Star Elwood

About Sportland

Sportland Group, is one of the largest lifestyle retail groups in the UAE. With 30 years' experience in the market, the group currently operates over 60 stores and serves a large number of clients as a wholesale distributor in the Middle East. The Sportland portfolio includes an array of international brands such as Pairs, Ipanema, G Star Raw, Converse, Guess, Terranova, Ameerat Abaya, City Sports and Bazaar.

The Sportland headquarters are based in Dubai. Please see here for more information: <http://www.sportlanduae.com>