

RAW RESPONSIBILITY MILESTONES

2006

G-Star realizes its responsibility for the conditions in their supply chain and, by bringing to life their Corporate Responsibility department, starts integrating sustainability into the core of its business.

G-Star introduces first Supplier Code of Conduct, including all social and environmental standards each G-Star supplier needs to meet.

2007

G-Star implements Restricted Substances List in their supply chain, to monitor and regulate the use of chemicals in G-Star products.

G-Star founds the GSRD Foundation with the aim to support projects that are located in G-Star's production countries, which focus on education and entrepreneurship.

2008

G-Star introduces the first denim styles made of organic cotton.

G-Star collaborates with the United Nations to raise awareness for the Millennium Development Goals during New York Fashion Week.

2009

G-Star becomes a member of Textile Exchange to improve the development of sustainable materials.

2010

G-Star bans the use of sandblasting from their production process.

G-Star introduces the RAW Sustainable program to boost the use of sustainable materials, consisting of three collections: RAW Organic, RAW Recycled and RAW Nettle.

2011

G-Star becomes a partner of the multi-stakeholder organization MADE-BY.

G-Star publishes first guidelines for using sustainable materials and animal welfare practices.

The flexible, scalable and automated G-Star distribution center in Amsterdam opens, making their logistic processes more sustainable and efficient.

G-Star starts working with Solidaridad and International Finance Corporation (IFC) in the Cleaner Production Programme in Bangladesh to support factories in using less water, energy and chemicals in their production process.

2012

G-Star joins the Zero Discharge of Hazardous Chemicals (ZDHC) group to work on a shared commitment to lead the industry towards zero discharge of hazardous chemicals by 2020.

G-Star starts using sustainable materials throughout the entire collection with a focus on bestselling styles. This increases the use of sustainably sourced materials by G-Star to almost 15% in 2015.

2013

G-Star commits to the Greenpeace Detox Solution Commitment to reach Zero Discharge of Hazardous Chemicals by 2020.

Introduction of denim fabrics made with innovative dyeing and finishing processes that greatly reduce the use of water (up to 95%), energy and chemicals.

G-Star continues to develop recycled denim, introducing Renewed Denim containing 20% post-consumer G-Star denim waste.

G-Star becomes a system partner of Bluesign Technologies AG to implement their Bluesign® standard in their supply chain.

G-Star signs the Bangladesh Accord on Fire and Building Safety, committing to work on structural safety improvements in the Bangladeshi garment sector.

G-Star bans the use of angora wool in their collection.

Multi-stakeholder organization MADE-BY publishes the first G-Star Scorecard, covering the year 2012. It shows year-on-year progress of the working conditions in the factories manufacturing their products and the use of sustainable materials in G-Star collections.

G-Star starts the WaterPaCT program, an extension of the Cleaner Production Program with a focus on better water management during production.

2014

G-Star publishes the Manufacturing Map showing, the suppliers we work with and offering background information for each of them. The manufacturing Map is also visible on our webshop, directly connecting our garments to the factory they were made in.

G-Star launches the RAW for the Oceans collection created out of plastic waste reclaimed from ocean shores.

G-Star replaces plastic shopping bags with bags made from FSC® certified paper in all their stores worldwide.

G-Star joins the Fashion Positive Initiative with the ambition to develop denim in line with the circular Cradle to Cradle principles

2015

G-Star publishes an updated Materials Policy with requirements for ethical sourcing of raw materials such as leather, wool and down.

G-Star joins the Better Cotton Initiative to increase their use of sustainable sourced cotton.

G-Star joins environmental organization Canopy in an initiative to encourage the fashion industry to avoid sourcing wood-based fabrics from ancient and endangered forests.

G-Star is the first brand to pilot the new reporting tool of MADE-BY. This MODE Tracker shows the year-on-year progress of eight topics: People, Product, Product Waste, Use & Durability, Manufacturing, Transparency, Own Operations and Packaging & Transport.

G-Star launches a fair wage project to explore the requirements for achieving the payment of fair wages within their supply chain.

2016

G-Star joins the Social & Labour Convergence project facilitated by the Sustainable Apparel Coalition, to assist in developing a simple, unified and effective industrywide assessment framework.

G-Star collaborates with the Plastic Soup Foundation to battle the microfiber problem.

G-Star signs the Dutch Agreement on a Sustainable Garment and Textile sector, a national initiative to accelerate responsible business practices.

G-Star's first Mode-Tracker sustainability progress results are published by MADE-BY.

G-Star doubles the use of sustainably sourced materials in its collection to 30,1%.

2017

G-Star signs the Supply Chain Transparency Pledge and commits, together with 16 other leading apparel and footwear companies, to publishing information that will enable consumers to find out where their products are made.

G-Star joins the Sustainable Apparel coalition; the apparel, footwear and textile industry's foremost alliance for sustainable production. Their Higg Index is a standardized supply chain tool that measures environmental, social and labor impact.

G-Star launches a range of sustainably dyed jeans called EarthColors®, using upcycled plant waste turned into 100% traceable dyes.

G-Star achieves, together with its partner Artistic Milliners, the first ever Cradle to Cradle Certified™ denim fabric at Gold Level. The certification is awarded by the Cradle to Cradle Products Innovation Institute.

2018

G-Star RAW launches its Most Sustainable Jeans Ever - the G-Star Elwood RFTPI jean - developed by analyzing each part of the denim design process and exploring how to reduce the environmental impact at every step. The G-Star Elwood RFTPI jean, using the Gold Level Cradle to Cradle Certified™ G-Star denim fabric, marks a milestone in sustainable denim manufacturing.

G-Star collaborates with Jaden Smith to launch the Forces Of Nature collection; a series of sustainable pieces designed by Jaden Smith. All the pieces in the collection have been created using sustainable materials, including the first ever Cradle to Cradle Gold Level Certified™ denim fabric.

G-Star pilots a Return Your Denim program in the Netherlands. If your garment is beyond repair you can hand it in at G-Star stores in The Netherlands to ensure it is properly upcycled or recycled.

2019

G-Star becomes Associate Partner of Global Fashion Agenda.

G-Star is the first Dutch brand to join ACT (Action, Collaboration, Transformation), an agreement between 22 global brands / retailers and the IndustriALL Global Union focused on transforming the garment, textile and footwear industry and achieving living wages for workers.

G-Star signs the UN Climate Charter and, amongst the various targets listed, commits to reducing their total emissions by 30% (their own and throughout their value chain).

G-Star continues to build on their Cradle to Cradle Certified™ denim fabric at Gold level, presenting several successors of the fabric; one that requires fewer indigo dips and one that holds 2% sustainable stretch.

G-Star further builds on EarthColors® by introducing the Dyed by Nature collection, a collection dyed with upcycled food and plant waste.

2020

G-Star scales its circular offer by introducing the world's first Cradle to Cradle GOLD Level Certified™ denim products and offering these through a selection of their bestselling icons. Only renewable energy is used to create these items and zero harmful chemicals are applied throughout the entire production process. In addition, not a single drop of water is wasted during the wash process, and the items are 100% recyclable.

2021

G-Star supports the continuation of the Bangladesh Accord and signs the new International Accord, supporting application of this model in other countries as well.

G-Star introduces the Certified Tailor Program in The Netherlands. An initiative to extend the life of G-Star jeans through offering free repairs by a selection of the very best tailors.

G-Star scales Return Your Denim program throughout Europe. If your garment is beyond repair you can hand it in at G-Star stores in Europe to ensure it is properly upcycled or recycled.

G-Star maps all their indirect carbon emissions of its value chain assisted by climate consultant company Reset Carbon. Identifying the emission hotspots within the value chain is a key-step towards setting emission reduction targets to meet our 2030 climate goals.

G-Star joins a strategic cooperation with the Fair Wear Foundation to support, strengthen and improve effective access to remedy for garment workers in production countries.

2022

G-Star launches Responsible Materials Ranking, displaying the composition of each G-Star garment and ranking its fibers according to their environmental impact. The categorization of the fibers is completely based on existing industry tools and scoring mechanisms such as the Higg Materials Sustainability Index (Higg MSI), the rigorous standards of the Cradle to Cradle Products Innovation Institute, CanopyStyle's annual Hot Button Ranking and the Preferred Material Benchmark by Textile Exchange.

G-Star joins Organic Cotton Accelerator to support and scale organic cotton farming, enabling to build direct contact with the farmers, improving livelihoods and tracing the brand's organic cotton right back to its roots.

Even though fur has never been part of G-Star collections, G-Star made this policy official and joined #furfreeretailer.