

RAW RESPONSIBILITY MILESTONES

2006

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.

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.

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).

G-Star sets ambitious goals in support of using more responsible materials throughout the collection, aiming for 100% responsible cotton and 90% responsible materials (overall) by 2020.

2013

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

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.

G-Star signs the Bangladesh Accord on Fire and Building Safety.

G-Star bans the use of angora wool.

G-Star joined the WaterPaCT program.

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 with plastic waste reclaimed from ocean shores.

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

2015

G-Star joins the Better Cotton Initiative to increase their use of sustainably 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.

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 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.

2018

G-Star achieves, together with its partner Artistic Milliners, the first ever Cradle to Cradle Certified™ denim fabric at Gold Level, and launches its Most Sustainable Jeans Ever. The G-Star Elwood RFTPi jean was developed by analyzing each part of the denim design process and exploring how to reduce the environmental impact at every step.

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. 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 starts mapping all the indirect carbon emissions of its value chain with climate consultant company Reset Carbon.

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.

G-Star joins Organic Cotton Accelerator to support and scale organic cotton farming.

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

2023

G-Star launches secondhand platform, where you can buy and sell G-Star favorites from previous seasons. G-Star Rewear is part of their Repair Rewear Recycle strategy, aimed at preventing G-Star clothing from ending up in landfill.

G-Star successfully dyes denim without using any water, applying foam dyeing techniques.

G-Star achieves the highest level of ZDHC implementation performance in chemical management and supply chain practices, being awarded the title of ZDHC Champions.

G-Star approves Science Based Targets: Emissions reduced from 2021 baseline—Scope 1 and 2 by 42%, Scope 3 by 13% meeting our SBTi for Scope 1 and 2.

G-Star achieves brand level certification for Organic Content Standard and Global Recycling Standard.