



RAW RESPONSIBILITY MILESTONES

2006
First G-Star Supplier Code of Conduct with all social and environmental standards we expect each factory to meet is implemented in our supply chain, followed by regular updates.

2007
First G-Star Restricted Substances List to monitor and regulate the use of chemicals in G-Star products is implemented in our supply chain, followed by yearly updates.

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

2008
G-Star introduces the first denim styles made of organic cotton in the collection.

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

2009
G-Star becomes a member of Textile Exchange and supports the efforts of this organisation to minimise the harmful impacts of the global textile industry and maximise its positive effects.

2010
G-Star bans the use of sandblasting in

our production process and stops the sale of sandblasted products.

G-Star starts the RAW Sustainable programme to boost the use of sustainable materials, consisting of three lines: RAW Organic, RAW Recycled and RAW Nettle.

2011
G-Star becomes a partner of the multi-stakeholder organisation MADE-BY. First G-Star Materials Policy with requirements on the use of raw materials such as leather, down and wool for G-Star products is implemented in our supply chain, followed by regular updates.

The G-Star distribution centre in Amsterdam that is flexible, scalable and automated opens, making our logistic processes more sustainable and efficient.

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

2012
G-Star joins the Zero Discharge of Hazardous Chemicals (ZDHC) group of brands that works towards the 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. With this move the percentage of sustainable materials increases to almost 15% in 2015.

2013
G-Star concludes a Detox Solution Commitment with Greenpeace with agreements on how to reach Zero Discharge of Hazardous Chemicals by 2020.

Introduction of denim fabrics made with innovative dyeing and finishing processes that generate a big reduction in water (up to 95%), energy and chemical usage.

G-Star continues developing 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 our supply chain.

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

G-Star bans the use of angora wool in our collection until we can guarantee good animal husbandry in angora production.

Multi-stakeholder organisation MADE-BY publishes the first G-Star Scorecard over 2012. It shows year-on-year progress on the working conditions in the factories that manufacture our products and the use of sustainable materials in our collections.

G-Star starts the WaterPaCT programme; an extension of the Cleaner Production Programme with focus on better water management during production.

2014
G-Star moves to the new Headquarters in Amsterdam that has several sustainable features including a thermal storage system and triple glazing.

G-Star published the Manufacturing Map showing the factories where G-Star products are manufactured.

The Manufacturing Map is also linked to the G-Star online store, allowing shoppers to discover every product's factory of origin.

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

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

G-Star joins the Fashion Positive Initiative with the ambition to work towards developing Cradle to Cradle denim.

2015
G-Star published an updated Materials Policy with requirements for ethical sourcing of raw materials such as leather, wool and down.

G-Star joins the environmental organisation 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 year-on-year progress on the eight topics People, Product, Product Waste, Use & Durability, Manufacturing, Transparency, Own Operations and Packaging & Transport.

G-Star launches a fair wage project to establish the steps towards achieving the payment of a fair wage in our supply chain.

2016
G-Star joins the Social & Labour Convergence project facilitated by the Sustainable Apparel Coalition, to develop a simple, unified and effective industry-wide assessment framework.

G-Star collaborates with the Plastic Soup Foundation and joins forces to battle the microfiber problem from washing garments.

G-Star signs the Dutch Agreement on a Sustainable Garment and Textile sector. A joint approach that is needed to make the international textile industry more sustainable, fair, environmentally friendly, animal friendly and safe.

G-Star publishes the G-Star environmental guidelines for its suppliers to guide and explain the environmental standards as laid down in our Code of Conduct.

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

G-Star doubled its use of sustainable 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 publish information that will enable workers and consumers to find out where their products are made.

G-Star joins Sustainable Apparel coalition; the apparel, footwear and textile industry's foremost alliance for

sustainable production. Their Higg Index - a standardized supply chain measurement tool for all industry participants to understand the environmental, social and labor impacts of making and selling their products and services- enables the industry to address inefficiencies, resolve damaging practices, and achieve environmental and social transparency.

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

G-Star achieves, together with its partner Artistic Milliners, the first denim ever to be Cradle to Cradle Certified™ at Gold Level 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.