



CRADLE TO CRADLE CERTIFIED™ GOLD G-STAR DENIM FABRIC

DENIM, THE HEART OF G-STAR RAW, TURNS TO GOLD.

World! Meet your first Cradle to **Cradle Certified™** Gold G-Star denim fabric.

Cradle to Cradle Certification (CtoC) is the most rigorous certification in the world, critical to the next industrial revolution already on the way:

With **GOLD** in material reutilisation, renewable energy, carbon management, water stewardship, social fairness and **PLATINUM** in material health, we achieved the first ever overall **GOLD** Certification for denim fabric in the world.

It seems that after all, it's really what's on the inside that counts.

AND WE WON'T STOP UNTIL WE REACH 100%

EACH GARMENT IS 98% RECYCLABLE

When recycling denim, the top block is often discarded as it is too complicated to remove the zippers and rivets from the denim. Therefore we replaced zippers with eco finished buttons and removed rivets from the design to make 98 of every garment recyclable.

IT'S THE DAWN OF A NEW ERA.

SUSTAINABLE WASHING TECHNIQUES



The Laser and Ozone technologies have taken over the factories where we wash our denim.

This process eliminates manual labour and the use of harmful substances. Moreover, no stone or potassium permanganate is used during the ageing process of this particular pair of denim.

This clean chemistry results in 75% less water per garment. Unlike a regular denim wash that takes 40-70 liters, this pair of jeans only uses 10 liters of water.

A FULLY TRANSPARENT WAY INTO OUR FUTURE.

OPEN SOURCE DENIM FABRIC

For sustainability to succeed, each advance and innovation needs to be shared with the rest of the industry.

That's why we have made every part of our most sustainable denim fabric open source. If you go to the [Fashion Positive Materials Library](#), you can see exactly what we did to create the world's first Cradle to Cradle certified™ Gold G-Star denim fabric.

By sharing this information, we've made it possible for every denim manufacturer in the world to follow G-Star in making denim fabric with zero risk for people and the planet.

The most sustainable jeans ever? Our most sustainable jeans yet.

THE FIBRE WITH ABSOLUTELY NO FUSS.

MADE WITH 100% ORGANIC COTTON



Conventional cotton fibre is very soft, absorbent and breathable. Since it does not crease and pill as much as other natural fibres, it's very consumer friendly, relatively easy to wash, making this the most used fibre in the clothing industry.

Organic cotton is very similar to conventional cotton in terms of look and feel, however it is completely free of destructive toxic pesticides and chemical fertiliser. Growing organic cotton helps to improve soil quality, prevents water contamination and conserves biodiversity.

That's why we decided to make our most sustainable denim with 100% organic cotton. That way, we no longer use hazardous chemicals. It also requires 91% less water, 62% less energy, contains no GMO and produces 46% less CO2 than regular cotton.

SUSTAINABLE DOWN TO THE SMALLEST ADD-ON

RESPONSIBLY SOURCED LABELS

Instead of leather we use yakron patches made from responsibly sourced paper (FSC certified).

The care label is made from recycled polyester.

But what about the tags?

Just like you, we haven't overlooked anything and have also made the tags FSC certified.

On top of all of this, we've also eliminated the individual poly bags from our own shipments and all our shipping boxes are made out of responsibly sourced paper (FSC).

REVOLUTIONS START IN THE STREET. OR AT THE SKETCH TABLE.

THE CLEANEST INDIGO DYEING PROCESS IN THE WORLD

G-Star RAW collaborated with DyStar and Artistic Milliners to create the cleanest indigo dyeing technology in the world, in which pre-reduced indigo is combined with a liquid based organic agent that replaces the conventional use of Sodium Hydrosulphite - a major problem in indigo dyeing. We pioneered perhaps the most radical change to the indigo dying process since its industrialisation.

Here's what makes it so revolutionary:

70% less chemicals, 15% less indigo, 0 salts, 0 sulphate bi-products and 0 risks for the people and the planet. As a result, all that is produced from this indigo dyeing process is clean and water is reusable.

WE KNOW EXACTLY WHICH WAY THE WIND BLOWS.

AIR DRYING SAVES 85% ENERGY

To reduce energy consumption, each pair of jeans we make is dried naturally in the Saitex factory.

How, you might ask?

By simply hanging them from the ceiling, before being finished in an electric drying machine. This saves 85% energy compared to a conventional drying cycle.

NO DROP OF WATER SHOULD EVER BE LEFT BEHIND.

ZERO WATER WASTE: 98% RECYCLED 2% EVAPORATES



We continue our commitment to the most sustainable washing techniques and responsible manufacturing.

G-Star worked with long-standing partner Saitex to manufacture and wash the garments with utmost care for the people and the environment. By employing sustainable technologies and renewable energies, 98% of the water is recycled and re-used and the other 2% is evaporated naturally. Not even one drop of water is dumped in the local environment.

OUR RAW FOR THE PLANET INDIGO.

NEW INDIGO WITH 70% LESS CHEMICALS AND NO SALTS



By combining DyStar's pre-reduced indigo with a newly invented organic liquid we replace the use of sodium hydrosulphites, which are normally used to make the indigo dye attach to the fiber. We therefore use 70% less chemicals, no salts and have no salt by-product, we save water and leave clean and recyclable water after indigo dyeing.

This also means no health risks for the people involved in the process, or for the water, atmosphere or soil around it. Hopefully with time, it will be adopted by the entire denim industry, as there is an unprecedented environmental/water saving potential in using this technology.

THE FAIR PLAY PARTNERS

SAFE & FAIR WORKING CONDITIONS

Our partners Saitex and Artistic Milliners share the same values and regard good & fair working conditions of paramount importance for doing business.

Saitex is a bluesign® system partner and a member of the Better Work Program in Vietnam, a collaboration between ILO and IFC, which aims to improve labor standards in the industry. Artistic Milliners received a gold level scoring for their social fairness work in their facility and for good environmental management practice.

IT'LL GO A LONG WAY.

TAKE GOOD CARE OF YOUR GARMENT

Sustainability starts at the drawing table - with the fabrics we choose to minimise waste. It continues through manufacturing and transportation to the store, but it does not stop there. The environmental impact of a product continues throughout its entire lifecycle. Therefore, your contribution is also important. Please wash your jeans carefully, repair them when possible and recycle them when you're finished wearing them.

Tips:

Wash your clothes at a low temperature. As mentioned on our Clever Care label, the temperatures indicated on your garments are maximum ones: your clothes will still get clean at a lower temperature. Mend what you can. Sometimes an easy touch-up via thread&needle is sufficient. Remember that ripped denim can be very trendy!

AND REMEMBER!

The end is not necessarily the end; when your loved garment has been worn and torn beyond repair it can - with a little help from you - reach its next level instead of ending up as landfill. If you do not like it anymore, give to a friend, return it to a collection bin or make a bag out of it.

PURITY, TO THE BUTTON.

BUTTONS WITHOUT TOXIC CHEMICALS

G-Star collaborated with YKK to create eco-finished metal buttons that require no electroplating baths during production, eliminating acid and toxic chemicals.

This results in less water consumption and less sludge in waste water compared to normal metal button production.