



G-Star RAW selected Archroma and its EarthColors range of plant-based dyes to create a new capsule collection of color denim. (Photo: G-Star RAW)

G-star raw selects Archroma's EarthColors for capsule collection of denim jeans

Archroma, a global leader in color and specialty chemicals, announced its first-ever collaboration with G-Star RAW.

G-Star RAW recently introduced a new capsule collection of denim colored using Archroma's EarthColors, a range of dyes made from recycled plant waste.

Archroma's EarthColors range recently came to public attention for being the Gold Winner of the OutDoor Industry Award 2017, Sustainable Innovations category.

Archroma's EarthColors is a line of patented plant-based dyes, sourced from up to 100 percent renewable resources. Archroma developed EarthColors using non-edible waste products, from agriculture and herbal industries, to replace petroleum derived raw materials; which are the conventional raw materials used to synthesize dyes currently. This



G-Star RAW selected Archroma and its EarthColors range of plant-based dyes to create a new capsule collection of color denim. (Photo: G-Star RAW)

gives brands an alternative when looking for more natural ways of dyeing garments.

The three gorgeous colors available in the capsule collection: 'Dark Plum', 'Asfalt' and 'Mazarine Blue', are made from the non-edible parts of beetroot and saw palmetto, left over from agriculture industry or herbal extraction.

The collection hit stores November 1, 2017, and is available online.

"As denim innovators we're always

striving to challenge conventions – both in terms of style and future-proof processes. The introduction of EarthColors into G-Star's jeans' collection represents a successful collaboration with Archroma and the embodiment of our sustainable mindset which guides our product design from start to finish." – Frouke Bruinsma, Corporate Responsibility Director, G-Star RAW.

"G-Star is the very first denim brand to collaborate with Archroma to create a collection of colored jeans," comments Paul Cowell, Global Head of Brand Marketing, Brand & Performance Textile Specialties, Archroma. "By doing so, we hope they will inspire more denim brands and retailers to switch to sustainable dyeing ingredients that, like EarthColors, allow creating gorgeous colors – and at the same time are so much gentler on our planet. Because it's our nature!" ♦