

## Pharrell and G-Star Raw launch SS'17 Elwood X25 collection

Dutch denim brand G-Star Raw and co-owner Pharrell Williams have launched the G-Star Elwood X25 collection, which combines the brand's modern design aesthetic with the creative mindset of Pharrell, the company's co-owner and 'head of imagination'.



Launched as a fresh interpretation of the iconic 3D G-Star pant style that celebrated its 20th anniversary in 2016, the G-Star Elwood X25 collection features 25 prints curated by Pharrell Williams.

Pharrell comments: “The 25 prints are an expression of true creativity. They give the wearer the freedom to choose for themselves, and by doing so, empower them to decide who they want to be and what they want to wear.”

The G-Star Raw Spring/Summer '17 campaign aims to reinforce the message of freedom of choice that has inspired the 25 unique prints. The prints are photographed on Pharrell Williams and Dutch model/artist Marjolijn Mei van Haaster in an array of vibrant industrial and pastoral scenarios. The campaign is accompanied by a behind-the-scenes short feature film and several visual snippets, all shot in analog film.

“All the right ingredients came together when shooting the campaign. The energy on set was amazing and I believe this really shows in the final imagery that captures the essence of the G-Star Elwood X25 being all about self-expression and freedom of choice,” says Pharrell.

According to the company, the artistic outcome, along the launch of G-Star Elwood X25, reflects on Pharrell's personality and style – a melting pot of cultures and global influences that have been combined with G-Star's DNA. "His creative leadership and unique role as the brand's cultural barometer for global audiences resonates in each nonpareil print and its own unique story."

The G-Star Elwood X25 collection is now available in stores.

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