

G-STAR is 'Digging To The Future' at Pitti Uomo 2025

Reimagining the finest pieces from its legendary archive



Amsterdam/Florence, **xx** November 2024 – This January, G-STAR will be 'Digging To The Future' at Pitti Imagine Uomo 2025. In an equally estranging as inspiring setting, visitors in Florence can fully immerse themselves in the refined evolution of G-STAR - getting a glimpse of the next chapter for the pioneering denim brand.

'Digging To The Future' is an unexpected 4D experience that lives up to G-STAR's reputation of delivering outstanding installations and is the successor of the brand's spectacular return to Pitti in 2024, which featured the 13-meter-long private jet Maarten Baas created from their own denim waste.

Unearthing treasures

Within the world of fashion, and even far beyond, G-STAR is renowned for its legendary vintage archive: the largest in Europe, with 50.000 unique garments. Situated in Magazzino 07 in Florence, G-STAR not only takes its iconic past, but also showcases the evolution towards the future, against a mind-blowing backdrop.

Surrounded by the sounds of live musicians, visitors can hear, see and experience the next steps for the denim brand. The result is yet another unexpected showcase in Florence that pushes the boundaries of denim design, living up to the brands' unorthodox DNA.

"Our return to Florence last year surely tasted like more. For 2025, we want to turn it up a notch. Our 'Digging To The Future' installation may seem like an ending, but just represents the beginning. We have a daring new story to tell and are excited to show it at Pitti Uomo: the pinnacle of menswear fashion." – *Gwenda van Vliet, Chief Brand Officer at G-STAR*

G-STAR will be at the Pitti Immagine Uomo (Padiglione delle Ghiaia) from the 14th until the 17th of January 2025. Interviews on request.

Note to editor

For more information/questions or interview requests, please reach out to pr@g-star.com.

About G-STAR

G-STAR is dedicated to the cloth, the craft and the culture of denim since 1989. It has a unique position as a progressive denim brand, creating the future of denim. G-STAR is driven by creativity, constantly turning ideas into denim, while consistently following their own distinctive path. The premium denim brand operates worldwide with a focus on the United States, Europe, Japan and South Africa. The brand has been working for decades with true originals such as Pharrell Williams, Marc Newson, Stephen Jones, Burna Boy, Maarten Baas, Cara Delevingne, Snoop Dogg, Anton Corbijn, Walter Van Beirendonck, and Rem Koolhaas.