



FOR IMMEDIATE RELEASE

G-STAR APPOINTS HDMS AGENCIES – LOVE BRANDS AS OFFICIAL UK AGENT

London, UK – 09/12/2025 – HDMS Agencies Ltd – Love Brands is pleased to announce that G-STAR has appointed the company as its official UK agent, with immediate effect. The menswear and womenswear collections will be showcased in the East London showroom from 12 January to 13 February 2026.

G-STAR, already well established among UK consumers for its innovative denim and contemporary craftsmanship, will now benefit from refreshed and strategically focused representation through Love Brands. The appointment marks a significant addition to the Love Brands portfolio.

Michael Shalders at HDMS Agencies – Love Brands commented:

“We’re excited to represent G-STAR in the UK. Their strong design DNA, authority in denim and clear brand identity offer something truly compelling for the market. The refreshed UK strategy will also deliver stronger commercial margins for retailers, ensuring a sustainable and competitive offering as we grow the brand together”.

Retailers can book private showroom appointments throughout the selling period, with the full assortment of G-STAR menswear, womenswear, NOOS, and seasonal collections available to view.

About HDMS Agencies – Love Brands: HDMS Agencies – Love Brands is a leading UK fashion agency representing a curated portfolio of international brands, including Guess, La Martina, and others within the premium apparel and accessories market. The agency is focused on commercial growth, strategic expansion, and premium brand positioning across the UK.

About G-STAR: Founded in 1989, G-STAR has pioneered the future of denim by doing things differently. With innovation, craftsmanship, and sustainability at its core, the brand redefines what denim can be. Always forward-thinking, G-STAR transforms its obsession into craft. Raw denim has always been at the heart of G-STAR, its signature and starting point. From there, the brand pushes into architectural silhouettes, experimental design, and bold collaborations with icons like Pharrell Williams, Marc Newson, and Snoop Dogg. In doing so, G-STAR continues to challenge conventions, push boundaries and champion creative expression.

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