# G-Star appoints Rushemy Botter and Lisi Herrebrugh as creative directors for premium collections



G-Star, the Dutch jeans brand established in 1989, has announced the appointment of the designer duo Rushemy Botter and Lisi Herrebrugh as creative directors for its premium collections. This strategic move aims to elevate the brand's design approach while maintaining its strong heritage in denim innovation.

Botter and Herrebrugh bring a progressive and contemporary outlook that aligns seamlessly with G-Star’s legacy, yet remains true to their distinct creative DNA. Both designers are charged with reinventing the men’s and women’s collections and bringing fresh energy to the brand's top-tier Raw Research collection. Raw Research is dedicated to pioneering the future of denim, focusing on pushing boundaries and translating bold concepts into cutting-edge designs.

The duo is set to unveil their first full Raw Research collection in January 2026 during Paris Fashion Week, with an initial preview scheduled for June 2025. Their creative vision is characterised by a blend of cultural influences, innovation, and a strong commitment to sustainability, positioning them among the most respected personalities in contemporary fashion design.

Rushemy Botter studied at the Royal Academy of Fine Arts in Antwerp under the mentorship of Walter Van Beirendonck, while Lisi Herrebrugh graduated with honours from the Amsterdam Fashion Institute (AMFI). Their careers include foundations in notable fashion houses, with Herrebrugh beginning at Viktor & Rolf. Together, they launched their label Botter in 2017, winning prominent accolades such as the Hyères Grand Prix and the ANDAM Fashion Award. From 2018 to 2022, they served as creative directors for Nina Ricci, applying their experimental and boundary-pushing approach to the historic brand.

Gwenda van Vliet, G-Star's Chief Brand Officer, expressed enthusiasm about the appointments, stating, “We are happy to welcome Rushemy and Lisi to the team. Their contemporary thinking and respect for G-Star’s design integrity makes them the ideal partners to help guide the collection forward. We believe this is the perfect match, both creatively and culturally, and we are excited about the journey ahead.”

This appointment follows G-Star’s history of collaborations with renowned creative figures like Pharrell Williams, Aitor Throup, Walter Van Beirendonck, and Marc Newson. Botter and Herrebrugh’s fresh vision continues the brand’s dedication to innovation in denim, signalling an exciting new chapter for G-Star’s premium line.

The-spin-off.com is reporting on this development, highlighting the significance of Botter and Herrebrugh’s entrance into a brand widely recognised for its influence in the denim market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.vogue.com/article/rushemy-botter-lisi-herrebrugh-depart-nina-ricci> - This article reports on Rushemy Botter and Lisi Herrebrugh's departure from Nina Ricci to focus on their own label, Botter, highlighting their decision to dedicate all their attention to Botter, which is entering exciting times and which they want to take to yet another level.
* <https://www.vogue.com/article/nina-ricci-new-designers-rushemy-botter-lisi-herrebrugh> - This article discusses the appointment of Rushemy Botter and Lisi Herrebrugh as creative directors at Nina Ricci, noting their backgrounds and the fresh, feminine, and subtle codes they bring to the brand.
* <https://www.harpersbazaar.com.sg/fashion/new-superstars-blazing-trail-future-fashion> - This article profiles Rushemy Botter and Lisi Herrebrugh, emphasizing their Caribbean roots and how they bring a new kind of elegance to menswear, blending streetwear and classical tailoring.
* <https://www.highxtar.com/en/nina-ricci-designers-step-down-as-creative-directors/> - This article reports on the departure of Rushemy Botter and Lisi Herrebrugh from Nina Ricci, stating that they decided to leave to devote 100% to their other clothing brand, Botter.
* <https://www.fashionela.net/fashion/nina-ricci-appoints-creative-directors-rushemy-botter-and-lisi-herrebrugh/> - This article discusses the appointment of Rushemy Botter and Lisi Herrebrugh as creative directors at Nina Ricci, highlighting their hedonist and fashion-forward design expertise.
* <https://www.fashionnetwork.com/news/Nina-ricci-appoints-hyeres-2018-winners-rushemy-botter-and-lisi-herrebrugh-joint-artistic-directors%2C1008371.html> - This article reports on Nina Ricci appointing Rushemy Botter and Lisi Herrebrugh as joint artistic directors, noting their backgrounds and the unique aesthetic they bring to the brand.
* <https://news.google.com/rss/articles/CBMisgFBVV95cUxPT2ZqZlQwdk02cTB3SVpxanZ4Sk40ekZQNk5DNlEzSHJ1OVpjMjVzQmU5cEh5b2h2YllPMFB0SVN1UjRiWGpFZm9pQW8xT1IwT3FWNzc3MGl4OUJwQjJYYXNPMVgxMFI0Y29wOEs3eDRTNWFOWWw1QVVpRkNqQWlOVU1CdnQ3QzZyZjlRdm5yckhIa05kQ3hKVzd6TEtGa2tpNHM2LV9iZUdoU0JNT29xdWRn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data