

G-Star RAW welcomes Aitor Throup

Aitor Throup has been appointed as the new executive creative director for designer clothing company, G-Star RAW.

Throup was previously the creative consultant to G-Star RAW, where he developed new approaches to 3D denim design and was also involved in London's Oxford Street flagship development and conceptualisation processes.

Throup made his transition to creative director from consultant after he had art directed the global advertising campaign 'What is RAW?'.

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