

Pharrell Williams Announces Denim Line Made from Recycled Ocean Plastic

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Singer-songwriter, in collaboration with G-Star Raw, will create jeans made from plastic-based 'bionic yarn'

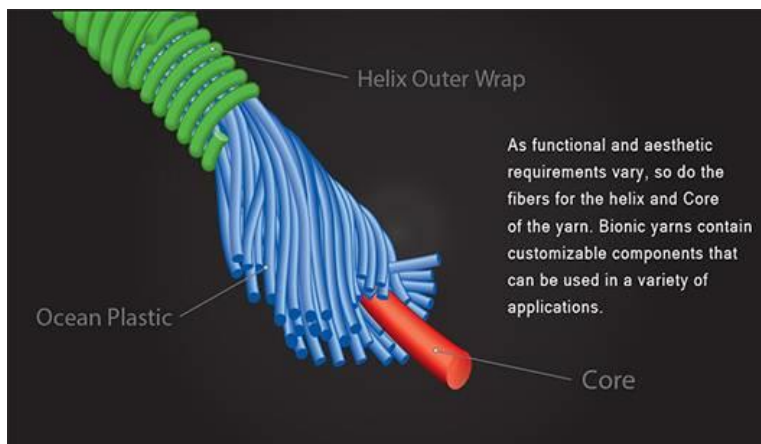


Photo: Snapshot from video below (no longer available)

By [Michael d'Estries](#)

Fashion designer, singer, and Grammy-winning artist Pharrell Williams debuted his latest project, "[RAW for the Oceans](#)," during a high-profile event last weekend in the midst of New York City's Fashion Week.

The 40-year-old, who serves as the creative director of [Bionic Yarn](#), will collaborate with denim brand G-Star Raw on the new collection, which incorporates the recycled-plastic-turned-eco-friendly-fabric.



“Working with G-Star was an obvious choice,” Williams said in a statement. “They have a legacy of pushing the boundaries of fashion and denim forward. Bionic Yarn is a company built around performance, and denim is the perfect category to show the world what our product can do. Everyone has jeans in their closet.”

With growing concern over ever-growing [garbage patches of floating plastic in the world's oceans](#), any product that can take advantage of such waste is helpful.

"We all should [have a higher consciousness]," [Pharrell told the Wall Street Journal](#). "Look, I'm not a huge activist or anything. I'm just playing my little part because each drop counts. I'm happy to be a participant."

Pharrell intends his Raw for the Oceans collection to be available by Aug. 15.
