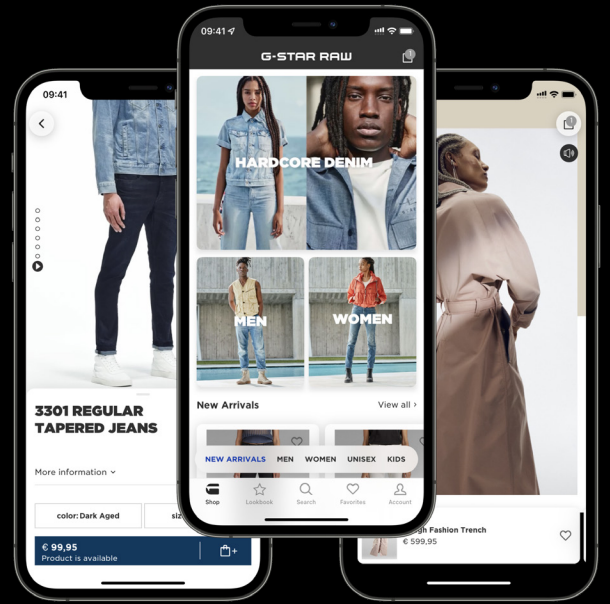


CASE STUDY

# G-Star RAW Embraces the Native App Experience

App grabs 33% of total ecommerce revenue



G-Star RAW is a Dutch brand that started as a collaborative effort between Jos Van Tilburg and the Secon Group. It has been defying denim boundaries since 1989, with a mission to deliver excellent craftsmanship, innovation, and sustainability to its consumers. Further, as part of its Raw Responsibility journey, G-Star is committed to improving the social and environmental impact of its products. The brand currently operates 112 locations in Europe, 53 in Asia, and 12 in North America. G-Star RAW is also sold online and by wholesale dealers across the globe.

## WHY NEWSTORE?

G-Star RAW has historically built digital technology in-house, spearheaded by its large and dedicated IT and ecommerce teams. For its consumer shopping app, the company knew it needed to take a different route. An app is a big investment, and the brand didn't have the required knowledge on staff to make sure it was done right.

This is why G-Star RAW selected NewStore to build its native consumer app. By working with a tech partner, its IT and ecommerce teams don't have to worry about analyzing performance, making improvements, or planning future innovation. NewStore drives the end-to-end app experience, from implementation and testing to roadmap and features. It's a carefree solution that makes day-to-day work easier for G-Star RAW's teams. With a NewStore Consumer App, the brand can focus on building a true connection to the customer. At the end of the day, that's what running a fashion business is all about.

### USES

- NewStore Consumer App

## LOYALTY THROUGH MOBILE

In 2018, G-Star RAW committed to focusing more on ecommerce, where industry-wide growth was being realized. With the foresight that mobile apps were the next wave of ecommerce, the NewStore Consumer App became a critical part of its strategy.

Generally speaking, app engagement is much higher than website engagement. Such is true for G-Star RAW, as its customers use its app approximately 3x more compared to desktop and mobile web. One way the brand goes about upping app usage is by thinking about it as a loyalty tool. Apps and loyalty are a natural combination. Giving app customers loyalty benefits, such as early access to sales and campaigns, creates a better experience and leads to more consumers embracing the app. Only one year after launch, G-Star RAW saw a double digit percentage of revenue flowing through the app. That was 2x more than what the brand expected. And in 2022, it represents almost 33% of total ecommerce revenue.

Furthermore, almost half of all consumers who downloaded the app in the first year made a purchase. And the user base has remained strong ever since. Shoppers convert on the G-Star RAW app 7.5x more than they do on the mobile website. And even more importantly: customers love the app and have given it an average 4.9 star rating.

G-Star RAW has been able to grow its ecommerce footprint with its NewStore app, gaining a loyal customer base who can access their favorite brand from anywhere.

*Want to reach your goals with NewStore? [Contact us!](#)*

## IMPACT

**33%**  
share of total  
ecommerce revenue

**7.5x**  
higher conversion  
rate than mobile web

**4.9**  
average app rating



“We chose NewStore because of its proven track record and consistently high marks in the app stores. Its focus on high quality UX and attention to detail matches exactly what we value as a brand. The results of the app have exceeded our expectations and we’re very happy with the collaboration.”

**JEFFREY DUYVESTEIN**  
Former Global E-commerce  
Manager, G-Star RAW