

CLASSIC DRIVER

The RAW Defender



Land Rover introduced their first 'multi-purpose' vehicle in 1948 and have since excelled in 'off-road' innovation and excellence. G-Star took some of the rawest and most typical elements of the denim collection and reworked the design classic Defender into a new 21st century limited edition RAW Defender.

The RAW Defender features the high technical specifications one would expect from the premier Sports Utility Vehicles (SUV) manufacturer, alongside the raw aesthetics G-Star are renowned for. G-Star and Land Rover share some core brand values which explains that this product fits the existing line of business of both companies. Also this collaboration further enhances G-Star's innovative stance and lateral thinking.

Details

The RAW Defender is available in Pennine Grey, a unique colour especially formulated for G-Star, and the roof is covered with brown leatherette. Furthermore, specialist touches applied both outside and in the vehicle include: spare wheel with a brown cover embellished with the G-Star logo. Radiator grill, front bumper, under shield and vents in the front wings have a special finish of punched holes. RAW Defender is emblazoned on the bonnet, side panels and front wings. Each model is numbered with its own unique serial number. The first being 3301, G-Star's production code of denim, applied with number punches.

Availability

The product of this unique collaboration will be available through Land Rover Netherlands. The recommended tax free price is 37.700 euro exclusive delivery charges. The RAW Defender can be imported to all European destinations and beyond. Local taxes (like VAT, car tax and/or import duties) applicable in the country of final destination will have to be added. In the Netherlands, the RAW Defender will have a price tag of 60,000 euro, including VAT and car tax (BPM). Exact pricing details outside the Netherlands, more information and technical specifications can be acquired through Land Rover Netherlands.

Words/Photos - G-Star

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