

APPAREL AND ACCESSORIES

Gucci heightens its work fighting for gender equality

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Gucci Art Wall in London. Image credit: Gucci

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Italian fashion label Gucci is continuing its campaign for change, fine-tuning its sights on gender equality with initiatives spanning various mediums, generations and communities.

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Gucci's latest efforts surrounding its Chime for Change initiative will be spreading messages through its famous ArtWalls and a film that debuted at the Sundance Festival. The brand's Chime for Change is multi-tiered, hoping its effect will be far-reaching.

Gucci's growth

This facet of the campaign is titled "To Gather Together," looking to bring countries around the world together.

Alessandro Michele, creative director of Gucci, released a statement urging others to use their voices to create real change.

Working with Italian artist MP5, Mr. Michele and Gucci issued ArtWalls to be erected in London, Milan, New York, Taiwan and Hong Kong.

The walls feature silhouettes that are unable to be identified by gender, who appear standing together.

Gucci is also releasing a film that spotlights gender equality, and focuses on what gender means to Generation Z across the world. Titled "The Future is Fluid," it features interviews with individuals from Brazil, Canada, India, Italy, Singapore, South Africa, the UAE, the United Kingdom and the United States.

Gucci's film on gender equality

In addition, the fashion brand is putting on a publishing hat with a new "zine" entitled Chime zine, which includes contributed content from writers, activists and artists.

The first issued was released the last week of January, and is available in the Gucci Wooster Bookstore in New York, the Gucci Garden in Florence and various bookstores worldwide, as well as online. Gucci will also distribute the zine to various universities all over the world, including in Belgium, Finland, France, Israel, Italy, Ukraine, the U.K.

and the U.S.

The campaign is made up of a variety of facets, each with a different goal.

Young women activists have been enlisted to support its Equality Now segment, pushing for human rights in the Middle East and North Africa. The Global Fund for Women fosters growth for young leaders in Hong Kong, Brazil and Mexico who are focusing on issues plaguing women on a local level.

Ms. Foundation for Women helps women of color in the U.S., while UN Women pushes for women's participation in Brazilian politics.

Interactive programming in Italy is pushing young individuals to stop gender-based violence in a program titled Vital Voices. Women Deliver connects outstanding young advocates with resources to amplify their voices.

Chime for Change

Even before it became more on-trend for fashion labels to involve themselves in social issues, Gucci had started its Chime for Change campaign.

The charity organization, founded in 2013, previously focused its mission of bettering women's lives by organizing a hackathon at Facebook's California headquarters

The third event of its kind, the Chimehack 3 brought together hackers, issue experts and nonprofit leaders in a collective effort to develop technology that promotes gender equality and combats violence against women ([see story](#)).

Together with Global Citizen, Gucci's Chime for Change charity also called on Beyonc Knowles-Carter fans to stand in formation against poverty, injustice and gender inequality.

The campaign, officially launched in 2016, coincided with Ms. Knowles-Carter's The Formation World Tour. Consumers' awareness was heightened by her involvement, especially after the buzz the singer created with her visual album "Lemonade," which debuted exclusively on HBO prior to the event.

As a cofounder of Chime for Change and due to her involvement with Global Citizen's annual concert, Ms. Knowles-Carter's participation created an authentic partnership that did not read as a self-serving, promotional push by the singer for her tour ([see story](#)).

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