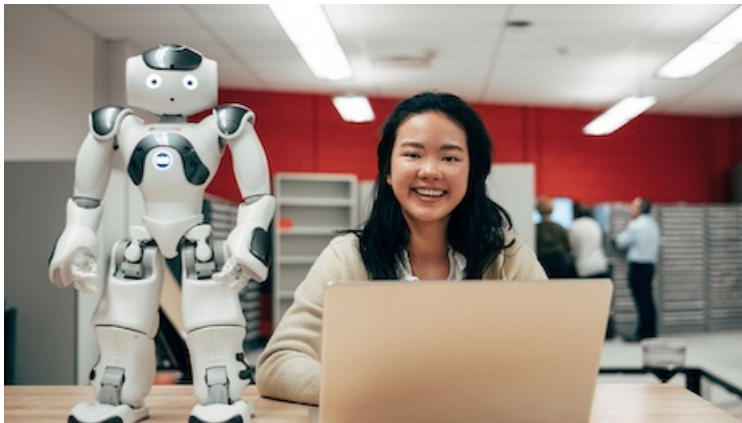


SOFTWARE AND TECHNOLOGY

Luxury looks to support women, girls in STEM with scholarships

February 11, 2022



De Beers is trying to build a more representative talent pipeline by engaging young women in STEM subjects and careers. Image credit: De Beers Group

By LUXURY DAILY NEWS SERVICE

Luxury brands are marking the International Day of Women and Girls in Science by highlighting key initiatives.

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Recognized by UNESCO and UN Women on Feb. 11, the day is meant to spotlight the role women and girls play in science and technology as well as promote equal access to participation in these fields. Italy's **Prada Group** and British diamond company **De Beers Group** are helping provide opportunities for women in science at different points in their careers.

"Education and culture are essential tools that help us not only to understand ourselves and the world we live in but also push us to explore what we do not know," said Miuccia Prada, creative director at Prada, in a statement. "I am happy that Prada can support a new generation of excellent researchers in their study and education path alongside the Gianni Bonadonna Foundation."

Supporting women

Prada Group was the supporting partner for the inaugural Gianni Bonadonna Fellowship with Fondazione Gianni Bonadonna and Fondazione AIRC. Mr. Bonadonna was a renowned cancer researcher and considered to be the father of Italian medical oncology.

The winners are Gaia Giannone and Stefania Morganti.

Fondazione
Gianni Bonadonna
and Fondazione AIRC
announce
the winners of the
first edition of the
**Gianni Bonadonna
Fellowship**



Gaia Giannone

Stefania Morganti

INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE



SUPPORTING PARTNER
PRADA Group

Cancer researchers Gaia Giannone and Stefania Morganti are the winners of the Gianni Bonadonna Fellowship. Image credit: Prada Group

Ms. Giannone will work on ovarian cancer research at London's Imperial College, focusing on its most aggressive and frequent form: high-grade serous ovarian carcinoma. Her goal is to identify mutations to offer more precise therapies to patients undergoing treatment.

Ms. Morganti will research HER2-positive metastatic breast cancer at Boston's Dana Farber Cancer Institute. By studying minimal residual disease as a potential indicator of long-term treatment response, the hope is more adequate treatment strategies may emerge.

Both women's work will contribute to the growing knowledge on ovarian and breast cancer to improve treatments and patients' quality of life.

Details for the second edition of the fellowship will be announced in the coming months.

Meanwhile, De Beers Group is working with UN Women and the organization WomEng to engage 10,000 girls in STEM subjects by 2030, focusing on regions where it has an operational presence with its Building Forever Goals program.

In Canada, the group has provided more than 50 scholarships for women studying STEM subjects at the university level since 2017. De Beers has also provided funding for 30 girls and their caregivers from First Nation communities to attend summer science camps.

In southern Africa, De Beers Group and WomEng have collaborated on workshops, exhibitions and innovation challenges to support girls from school age through university and their early careers with access to application support, mentoring and network building.

For the 2021 International Day of the Girl Child on Oct. 11, luxury brands similarly empowered young girls to pursue education and careers in science and engineering. From skincare and beauty to automotive, brands including Shiseido's Cl de Peau Beaut and McLaren have launched new initiatives focused on equal access to education, encouraging young adults, especially young girls to go into STEM fields ([see story](#)).

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