

APPAREL AND ACCESSORIES

Gucci's Chime for Change announces global gender equity summit

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The global gathering will take place in person and virtually. Image credit: The Meteor

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is partnering with new media company The Meteor on a global summit as part of its **Chime for Change** campaign for gender equality.

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"22 For '22: Visions for a Feminist Future" will launch with a live event in New York on April 26 and be broadcast virtually on May 9. The gathering will bring together 22 leaders, activists and artists to discuss global issues impacting women, girls and nonbinary people.

"As a global company, we believe it is fundamental to convene, unite and strengthen the voices speaking out for gender equality around the world, and this is why Gucci is proud to partner with The Meteor again this year to continue to advance meaningful progress," said Susan Chokachi, president/CEO at Gucci Americas and Gucci Global Equity board member, in a statement.

"As we approach the 10th anniversary of our Chime for Change campaign, we are more committed than ever to support leaders around the world who are working to create lasting and transformative change," she said. "We are inspired by the global community coming together across borders and generations for 22 for '22 to continue the fight for freedom and equality."

Feminist future

Confirmed speakers include actress and activist Amandla Stenberg, labor rights activist Dolores Huerta, lawyer and abortion rights activist Paula Avila-Guillen, journalist Fatema Hosseini and climate activist Mitzi Jonelle Tan. Additional speakers will be announced in the coming weeks.

Symone D. Sanders, political strategist and host of MSNBC's "Symone," will serve as the host for both the live event and virtual summit.

"I am grateful to The Meteor, Gucci and Chime for Change for creating a place, and space for people to convene globally to discuss, debate and be inspired by what the world can look like when it's more equitable," Ms. Sanders said in a statement.

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A post shared by The Meteor (@themeteor)

This is the second time Chime for Change and The Meteor have hosted a global summit

The virtual summit will include segments from the live event and additional contributors for a total of 22 to a global audience. The event will encompass panels, short documentaries, performances and other formats.

Last spring, Chime for Change and The Meteor collaborated on "21 For '21: Visions for a Feminist Future." The event attracted attendees from 37 countries with speakers including Hillary Rodham Clinton, Amanda Gorman and Gloria Steinem.

Gucci's Chime for Change supports gender equality efforts in a variety of ways, from artistic collaborations and digital zines to capsule collections.

For International Women's Day, Chime for Change and Italian artist MP collaborated on the "Generation Equality" capsule collection.

The capsule directly supported diverse feminist organizations, many of which are led by people who have been historically marginalized, including minorities, disabled women, transgender and gender non-conforming women.

It is part of Gucci's five-year commitment to UN Women's Generation Equality Action Coalitions, which emphasizes intersectional, community-led activism ([see story](#)).

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