

NONPROFITS

Gucci spotlights 10 years of Chime initiative

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The fashion house released a star-studded video series showcasing how far their mission of gender equality has come, and how far it still has left to go. Image credit: Gucci

By ZACH JAMES

Italian fashion label **Gucci** is celebrating the 10th anniversary of a cherished initiative.

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Gucci Chime, a global force established in 2013 to "convene, unite and strengthen the voices speaking out for

gender equality," commemorates a decade of progress on June 1. Announcing a renewed commitment to the initiative, the fashion house has released a star-studded video series speaking to its progress, directed by Oscar-winning filmmaker Sharmeen Obaid-Chinoy.

"While there have been some great advances in gender equality since we founded Chime 10 years ago, there is still a lot of work to be done," said Salma Hayek Pinnault, actress and co-founder of Chime, in a statement.

"It has been incredible for me to have the opportunity to meet people around the world and see firsthand the impact the campaign has had on so many lives," Ms. Pinnault said. "I'm overwhelmed and inspired by how many people want to participate in the change, and I feel very hopeful for the future.

"It's really a fight worth having, now, more than ever."

Chimes for change

Newly released, a series of 35 campaign videos feature well-known names across film, television, music, journalism, social media, fashion, world government and human rights realms.

Each Gucci Chime celebrity ambassadors take to the spotlight in one respective clip. The entire all-star ensemble broke the news of Gucci's renewed commitment to the initiative, extended until 2033.

Gucci Chime's 10th-anniversary asset features John Legend, Idris Elba and Serena Williams, among many others.

Videos recognize the heights that have been reached thus far, highlighting what remains to be accomplished, as far as future goals are concerned.

The intersectional update includes those from many backgrounds. Trans women are among those highlighted, Gucci noting that the group faces hate-based violence at a disproportionate rate.

Several of Gucci's representatives emphasize the importance of staying engaged in this expanded fight for equality.

Together with some of the world's most prominent entertainers and activists, we chime as one. Join us tomorrow as we celebrate the 10-year anniversary of [#GucciChime](#), our global initiative for gender equality. [#ChimeIn pic.twitter.com/Ntww1X6yZM](#)

gucci (@gucci) [May 31, 2023](#)

In the initiative's first 10 years, it raised \$21.5 million, which has supported over 630,000 women and girls in 92 countries, according to the brand. Now, Gucci Chime currently has 185 global non-profit partners.

Moving forward

Alongside the renewed commitment to the initiative, Gucci Chime announced a five-year partnership with the UN Women's Generation Action Coalitions.

This partnership will allow the mission of the program to penetrate the private sector at a high level, as Gucci is already heavily involved in the coalition as the private sector lead. A partnership with the UN also gives the brand extended reach into parts of the world that were previously left untouched.



Gucci president and CEO Marco Bizzari spoke about the initiative's importance in Gucci Chime's programming. Image credit: Gucci

"As we celebrate the 10th anniversary of Gucci Chime, we reflect on the profound impact and influence the

campaign has had on so many lives, through the tireless work and commitment of people around the world who fight for change every day," said Marco Bizzarri, president and CEO of Gucci, in a statement.

"This is a journey that we embarked on 10 years ago, but the work ahead of us is substantial."

Previous to this announcement, Chime's latest action came in the late summer of 2022, releasing a zine in collaboration with creative network organization The Meteor that sought to bring attention to the war in Ukraine, LGBTQ+ issues and racial injustice ([see story](#)).

In another forward-thinking initiative, U.S. jeweler Tiffany and Co.'s foundation distributed over \$100 million in grants in an ongoing effort to protect the world's oceans and environment ([see story](#)).

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