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GUCCI LAUNCHES CHIME T-SHIRT ON REPRODUCTIVE RIGHTS FOR THE CRUISE 2020 COLLECTION



As part of a longstanding commitment to gender equality through the CHIME FOR CHANGE campaign, Gucci continues to speak out for gender equality through a dedicated CHIME t-shirt, featured in the Gucci Cruise 2020 collection. The collection underscores the ideas of freedom of expression, freedom of identity and freedom of choice, messages that have driven the vision of Gucci Creative Director Alessandro Michele since he presented his first collection for Gucci in January 2015. The Gucci Cruise 2020 collection also pays tribute to the 1970s, a key time period in the women's rights movement and fight for gender equality, by using the phrase "My Body My Choice," featured on the back of the CHIME t-shirt. Gucci and CHIME FOR CHANGE collaborated with Italian visual artist MP5 to design the CHIME logo seen on the t-shirt front.

In connection with the launch of this t-shirt, Gucci is proud to make donations to support CHIME FOR CHANGE's work with leading non-profit partners to provide the information, resources and services for sexual and reproductive health and rights for girls and women around the world. The following non-profit partners will receive donations:

D.i.Re Donne in Rete Contro la Violenza, International Planned Parenthood Federation WHR (Western Hemisphere Region), Global Fund for Women and Ms. Foundation for Women.

