



PUBLICATION
Jan 23, 2019

A LETTER FROM CHIME FOR CHANGE MANAGING EDITOR MARIANE PEARL



The world has evolved significantly since we first launched the CHIME FOR CHANGE campaign, in 2013. Women have been speaking truth to power and creating an irreversible and worldwide movement for gender equality. But horrendous violence persists and injustice still runs deep. The world at large has a long way to go before most women and girls can claim the access to education, health and justice essential to anyone's development as a human being.

In terms of media, this is a confusing time, when messages tend to become shorter, flashier and more divisive. The phrase “fake news” means something to everybody while quality journalism is increasingly rare and dangerous. So there we are, interconnected to the core, but prompt to turn a blind eye to storylines that are not concerned with the truth or that do not support our own worldviews.



To CHIME FOR CHANGE is to call for action. By sharing stories, wisdom and experiences, by taking initiatives, we're encouraging people to gather together to call for a world exempt from boundaries, hierarchy and violence, a world beyond judgment and prejudice.

Since its inception six years ago, Gucci's CHIME FOR CHANGE has been about connecting individuals and stories across demographic barriers to create positive impact. I've had the honor of collaborating with a diverse group of storytellers from 50 different countries to shed light on just some of the innumerable facets of gender equality. Although we've published dozens of these first-person stories, that collection still represents the tip of the iceberg when it comes to what women have to say.

As we move into the next phase of our campaign for equality, I look forward to continuing to raise up the next generation of leaders, highlighting the work of those on the ground and in the frontlines thus igniting a global conversation to sustain long-lasting change when humankind can finally reconcile with itself by respecting all of its members equally.