

Gucci teams up with Cleo Wade for International Women's Day campaign

By [Robin Driver](#) - March 9, 2018

Italian luxury brand Gucci and its Chime for Change campaign have collaborated with American poet Cleo Wade to produce a series of exclusive artworks in honor of International Women's Day.

WOMEN OF THE WORLD:
WE SEE YOU
WE HEAR YOU
WE ARE YOU

EDUCATION. HEALTH. JUSTICE.
FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.
JOIN THE MOVEMENT.

CHIME
FOR CHANGE
FOUNDED BY G U C C I

#CHIMEFORCHANGE

image from the collaborative campaign - Gucci

The images, which feature statements promoting gender equality such as “women of the world: we see you we hear you we are you” and “we do not change the world when we whisper we change it when we roar”, were released on Gucci and Chime for Change’s online platforms and associated social media accounts, as well as through a global publicity campaign published in newspapers including The New York Times, The Financial Times and La Repubblica.

Chime for Change was founded in 2013 by Salma Hayek Pinault and Beyoncé Knowles-Carter, and aims to promote the voices of those defending the rights of women and girls around the world, with a particular focus on education, health and justice. To date, the movement has raised 10 million dollars to fund 420 projects in 88 countries through 153 partners.

Cleo Wade is a poet, speaker and artist who has previously been featured on the lists of America's 50 Most Influential Women by Marie Claire and the 100 Most Creative People in Business by Fast Company. Her debut book Heart Talk: Poetic Wisdom for a Better Life launched last month.

The collaboration comes as the fashion world continues to revise and reconsider its practices amid industry-wide revelations concerning sexual misconduct.

As brands become ever more conscious of the increasingly high ethical standards their consumers expect them to uphold, a wide range of companies operating in the fashion industry have employed a variety of different strategies to demonstrate their alignment with movements promoting women's rights, from American Apparel's female-led rebrand at the beginning of the year, to Condé Nast's introduction of a code of conduct for its photo shoots.

Aside from online and in print media, images from the collaborative Gucci and Cleo Wade campaign will also feature on billboards in Time Square, NYC and in Los Angeles.

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