

WE DEMAND THAT

CEOs

PRIORITISE

**GENDER
EQUALITY**

IN ALL BUSINESS
OPERATIONS BY PUTTING

PEOPLE

BEFORE

PROFIT

AND COMBINING
**TECHNOLOGY
AND EDUCATION**
TO EMPOWER

WOMEN.

“ We imagine a future where the Fashion Industry moves first to implement gender equality and women empowerment to benefit the value chain, in which businesses, governments and society ensure equal treatment and opportunities, void of discrimination, within a safe working environment. In this new world, profit driven goals are secondary and gender equality is viewed as a valuable investment. We propose merging technology and education as tools to redefine existing narratives, gender roles, and cultural norms. The fashion industry has the power to inspire innovation to drive systemic change. ”

5 GENDER
EQUALITY

