

UNITED TO END VIOLENCE AGAINST WOMEN

United Colors of Benetton supports the International Day for the Elimination of Violence against Women with a [campaign](#) by Fabrica and a concrete commitment to fight gender-based violence in all its forms.

November 25, 2016. Only by joining forces will we be able to defeat gender-based violence. This is the message behind a new campaign by Fabrica, Benetton Group's communications research center, that will be launched on November 25th on the occasion of the UN International Day for the Elimination of Violence against Women.

The campaign features an image and a video in which two dancers - mother-daughter duo Lucy Briaschi and Tiziana Bolfe – perform a series of refined and yet powerful dance steps that represent both how women have always been a target of violence and the need to act together to stop this injustice.

UNITED COLORS
OF BENETTON.

WE BENETTON
WOMEN
EMPOWERMENT
PROGRAM

One third of the world's women suffer some form of violence during their lifetimes, often within their homes. This alarming figure prompted the United Nations to include the elimination of all forms of violence against girls and women - both in the public and private spheres - in its Sustainable Development Goals for 2030.

Benetton Group is also committed to pursuing this goal. As part of its [Women Empowerment Program](#) a series of initiatives that support women empowerment and gender equality – Benetton has already launched a series of projects to end gender-based violence. In Bangladesh, for example, Benetton is collaborating with UN Women to increase the safety of female workers employed in the ready-made garments (RMG) sector, both in the workplaces and in their surroundings.

This is not the first year that Benetton supports the Orange Days, a 16-days initiative that starts on November 25th, International Day for the Elimination of Violence Against Women. In 2014, Fabrica produced an image and a video in which a woman was metaphorically stoned with orange petals. Last year, another campaign focused on the importance that equal opportunities and non-discrimination play in the fight against gender-based violence.

"We'll interlace our arms to embrace and protect each other," the words accompanying this year's video affirm. It's a message of solidarity that will resonate particularly loudly on November 25th, when the whole world will "color" itself orange to say no to gender-based violence.

For further information:

benettongroup.com/media-press
benettongroup.com/sustainability
benetton.com

facebook.com/benetton twitter.com/benetton
youtube.com/benetton