

ICHIME FOR EDUCATION

FOUNDED BY GUCCI



FRIDA GIANNINI

THE SOUND OF CHANGE LIVE

TWICKENHAM LONDON 1 JUNE

As Creative Director of Gucci since 2006, Frida Giannini has assumed an expanded creative authority beyond design. She is deeply dedicated to Gucci's longstanding partnership with UNICEF - the most extensive philanthropic engagement in Gucci's history. In support of this, she has championed social responsibility through products and collections that have generated funds for UNICEF's Schools for Africa and Schools for Asia programs, and has developed high-profile awareness-generating communications campaigns. As a result of her efforts, she was recognized with the US Fund for UNICEF's inaugural Woman of Compassion award. Giannini additionally serves on the Board of the PPR Foundation for Women's Dignity and Rights, which primarily focuses on combating violence against women. She is also instrumental in the company's commitment to preserve historic films through the work of The Film Foundation, to support documentary films through the Gucci Tribeca Documentary Fund and Spotighting Women Documentary Award, and to recognize the excellence of female filmmakers through the annual Gucci Award for Women in Cinema.