



Why Denim Day?

A symbolic gesture – an Italian court overturned a rape conviction due to the judge not believing that the victim had not consented to sexual contact since, in his opinion, her jeans were so tight the perpetrator could not have gotten them off without her assistance.

Sounds outrageous, yet in Italy, and all over the world, women and men who are victims of sexual assault continue to be disbelieved and accused of causing the assault due to their behavior... or fashion sense. This has to stop.

Join us and stand up for an end to sexual violence by wearing denim to work. Companies are encouraged to support their workers in choosing denim for this day as a visible sign of their commitment to ending violence.



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