

Beauty
WITHOUT
Irony

The organisation.

BWI.

**Beauty Without Irony
is a creative and
educational platform
organized around
social progress and
engagement in
charitable causes.**

Martin Margiela for Designers Do Denim



Rihanna for Fashion Against Aids



BWI creates projects that link companies, the public and a problem affecting society such as youth employment, education, ecology, self esteem among women and girls, HIV/AIDS.

BWI has successfully worked with big brands, designers and celebrities over the last 13 years; probably its most famous project is Designers Against AIDS. Designers Against AIDS (DAA) aims to raise awareness about HIV/AIDS among young people; since 2004 it has been doing so with brands such as H&M, Marc Jacobs, Eastpak, JBC, MAC, Delvaux.

**We are now ready to
take on additional issues
concerning young people
and we're looking for
partners to join us.**

charitable causes.

partners to join us.
and we're looking for

Beauty
WITHOUT
Pony

How we work.

1

Identify an issue and find suitable partners to tackle it.

Brands and established charities working on the issue.

2

Develop and fine tune the project with all partners.

The collection and campaign.



Marc Jacobs
X Playboy
for DAA

4.

Develop an awareness campaign with young creative activists.

In our education center to accompany the launch of the collection.

3.

Approach suitable artists and celebrities.

Raising attention to the issue and negotiate the extent of their involvement.



Johnny Marr
The Smiths,
for EASTPAK
Artist Studio

Through the sales* of the collection, raise funds for both the chosen charity partner and BWI education center.

* We work on a standard percentage of 25% of the retail price as the donated amount to share between the chosen charity partner and the BWI education center.

5.

charities working on the issue.
Brands and established

charity partner and the BWI education center
price as the donated amount to share between the chosen
We work on a standard percentage of 25% of the retail



Case study.



Fashion Against Aids.

In 2007 BWI's initiative, "Designers against AIDS" (DAA) joined forces with HENNES & MAURITZ (H&M) and launched a fashion collection called Fashion against AIDS (FAA). The aim was to develop a collection that raises awareness and offers young people attractive clothes that also conveys a message about safe sex. 25 percent of the sales were donated to HIV/AIDS prevention projects. 2012 marked the fifth year that H&M and DAA delivered FAA. The money raised through the collection was donated to HIV/AIDS prevention projects for young people carried out by DAA, YouthAIDS, UNFPA and the MTV Staying Alive Foundation.

CAMPAIGN/MESSAGE: DAA
TALENT SOURCING: NINETTE MURK
PRODUCTION & SALES: H&M

The concept which is one of the way Designers Against AIDS works, was to use celebrities and pop-culture on an integrated marketing and communications platform of social media (including facebook, twitter and a Fashion Against Aids youtube channel) combined with live concerts, celebrity events, outdoor advertising, public relations and print and television advertising. More than 15 celebrity and pop-star celebrities were involved in the first two years of the program and included Timbaland, Chemical Romance, Scissors Sisters, Roisin Murphy, Katy Perry, Estelle, Yelle,..... Robyn, Dangerous Muse, Yoko Ono, NERD, Cindy Lauper, Tokio Hotel & Moby...

Channels:

It was made available in their stores worldwide in 40 countries (US, Europe & Asia). H&M promoted this campaign across 2,500 stores on four continents for five years.

Value delivered:

For this citizenship project H&M raised around 13 million dollars for all four charities. They also encouraged customers in several of their key sales countries to contribute to other good causes with direct donations made in their stores, for example in the case of major catastrophes. In 2011, their customers donated 1.315.315 euros.

A few words from Fashion Against Aids supporters:

KATY PERRY:

<http://www.youtube.com/watch?v=A7QjDi8I4Sk>

ZIGGY MARLEY:

<http://www.youtube.com/watch?v=El1ZnvfjGX0>

RIHANNA:

<http://www.youtube.com/watch?v=dkQgpkTr24g>

KATY PERRY, ESTELLE, N.E.R.D, TOKIO HOTEL & MORE:

http://www.youtube.com/watch?v=H_QxLw7Z6ag



Selected projects.

DAA by JBC

Yearly capsule collection by Belgian and international celebrities for Belgian fashion brand JBC. Celebrities who have contributed to this collection include popular singer and actress Lio and international supermodel Hannelore Knuts.



Designers Do Denim

International exhibition with customized Evisu denim by 50 established designers and artists such as Ann Demeulemeester, Dries Van Noten, Martin Margiela, Raf Simons, Walter Van Beirendonck... All items were auctioned in benefit of AIDS research by The Institute of Tropical Medicine in Antwerp.



Designers
Do Denim



Eastpak Artist Studio

Yearly project that invites over 100 international artists from over 20 countries to customize a standard Eastpak rucksack. Their creations are then exhibited around the world and auctioned online.





Education center.

1

THE HISTORY

In 2010 BWI launched its Education Center. The center in Antwerp (Belgium) hosts students from all over the world, teaching them how to set up effective and creative awareness campaigns, using BWI's pop culture methodology. The students take this knowledge home and they are encouraged and supported to build up equally successful campaigns in their countries of origin - sharing and spreading their knowledge and experience among their peers. Inspiring young people in this way teaches them that they can also use their talents for the good of society, not only for personal gain. We are now looking for new partners to join us in this exciting journey towards a better and more beautiful world.

For more information please contact:
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1. A visit from a class from the Art Institute of Chicago.
2. The students reaching out at Antwerp University Week
3. The students brainstorming for a campaign
4. Antwerp Mayor Patrick Janssens at the launch of the Education Center



2



3



4

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