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

Martin Margiela for Designers Do Denim.



Stihanna 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.

and we're looking for partners to join us. How we work.

dentif

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.



3.

Approach suitable artists and celebrities.

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



4.

Develop an awareness campaign with young creative activists.

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



Johnny Marr The Smiths, for EASTPAK Artist Studio

5.

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.

Brands and established charities working on the issue.





we work on a standard between the chosen price as the donated amount to share between the chosen charity partner and the BWI education center.



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

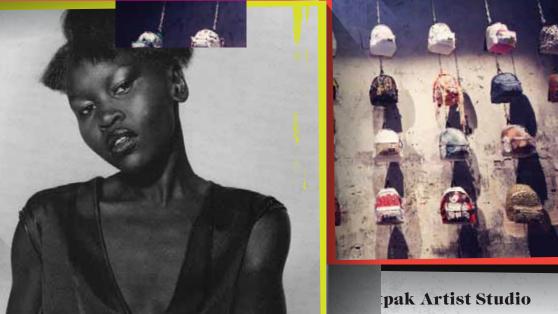
Yearly capsule collection by Belgian and international celebrities for Belgian fashion brand JBC. Celebrities who have contributed to this collection include popular singer and actress Lio and international supermodel Hannelore Knuts.



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.





roject that invites over 100 international rom over 20 countries to customize a d Eastpak rucksack. Their creations are then d around the world and auctioned online.





Education center.



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 popiculture 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: Ninette Murk (Founder & Creative Director) ninette@beautywithoutirony.com www.beautywithoutirony.com www.designersagainstaids.com

- 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







