



# DAA

[www.designersagainstaids.com](http://www.designersagainstaids.com)

- Designers against AIDS (DAA) was launched in 2004, with the specific goal of raising AIDS/HIV awareness in the international media and today's worldwide society, specifically aiming the awareness towards youngsters worldwide.
- DAA makes an appeal to its network of artists, celebrities and designers, who contribute into spreading the organization's message, supporting DAA through a range of projects and uniting as Friends of DAA.
- In 2010 DAA opened IHAEC (International HIV/AIDS Awareness Education Center). The main cause of this centre was to educate young students on how DAA works as an organization, develop campaigns together and spread its messages through creativity and the use of popculture, with the ultimate goal to stimulate these students to utilize this approach in their own countries. After almost a decade, the center is now moving to an online platform.
- **Our message:** prevention, stimulate people to get tested, acceptance and equal rights for seropositive people.
- **Our goal:** to raise HIV/AIDS awareness and focus on getting this awareness into today's media.



## FRIENDS



*Francisco Costa*



*Hannelore Knuts*



*Katy Perry*



*Gigi Hadid*



*Tokio Hotel*



*Rihanna*



*Timbaland*



*Verusckha*



*Cyndi Lauper*



*Katharine Hamnett*



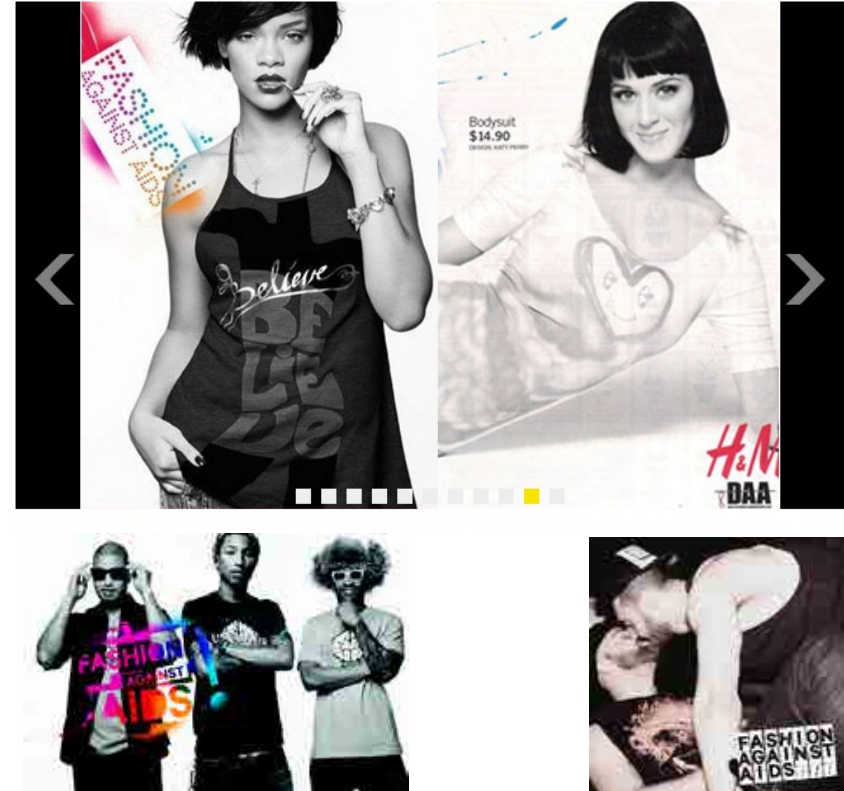
MARK JACOBS X PLAYBOY

MARC JACOBS AND PLAYBOY  
PROUDLY SUPPORT



- In 2007 DAA approached Hennes & Mauritz for a collaborative project. H&M created a platform for DAA to spread its message through the designs of international artists and musicians.
- On January 31st 2008 H&M and Designers Against Aids launched the first “Fashion against AIDS” collection of T-shirts, tank tops and hooded sweaters for boys and girls designed by world’s most acclaimed musicians and fashion designers (Timbaland, Katharine Hamnett, Rihanna,...).
- The collection was sold in H&M Divided departments and promoted in the media and towards the public in 27 countries.
- The artists participated free of charge and 25% of the proceeds from the collection went to HIV/AIDS prevention projects around the world coordinated by DAA. FAA 2 collection was sold in almost 1000 H&M stores in 30 countries from May 28, 2009. Artists included Tokio Hotel, Katy Perry, Roisin Murphy, Pharrell Williams/ N.E.R.D., Estelle, Yoko Ono, Dita Von Teese, Dangerous Muse, Cyndi Lauper, Yelle, Robyn and Katharine Hamnett.
- All T-shirts are made of organic cotton and 25% of the sales price will be donated to HIV/AIDS prevention projects of DAA, UNFPA, MTV’s Staying Alive Foundation and YouthAIDS.

### H&M’s 10 Greatest Campaign Stars: From David Beckham To Rihanna...





## Vision

To be recognized as an up to the mark and global player that proactively reaches out to our younger generation. By using appealing, accurate and innovative prevention and awareness programs, DAA aims to minimize the risk of infection with the HIV/AIDS virus.

## Mission

Developing and delivering up-to-date prevention and awareness programs which appeal to the young generation – mainly concerning matters with relation to sexual relationships and the related, possible consequences. This should, as a mental trigger, warn them and result in a downward trend of HIV/AIDS infections.

IHAEC acted globally by training IHAEC ambassadors from all over the world who now deliver the programs in their home country after their courses in the IHAEC.

IHAEC is now in the process to move to an online platform called 'Creatives For A Better World', that hopes to launch early 2020. This way many more young people from all over the world can take part.



**INTERNATIONAL HIV/AIDS AWARENESS EDUCATION CENTER (IHAEC)**

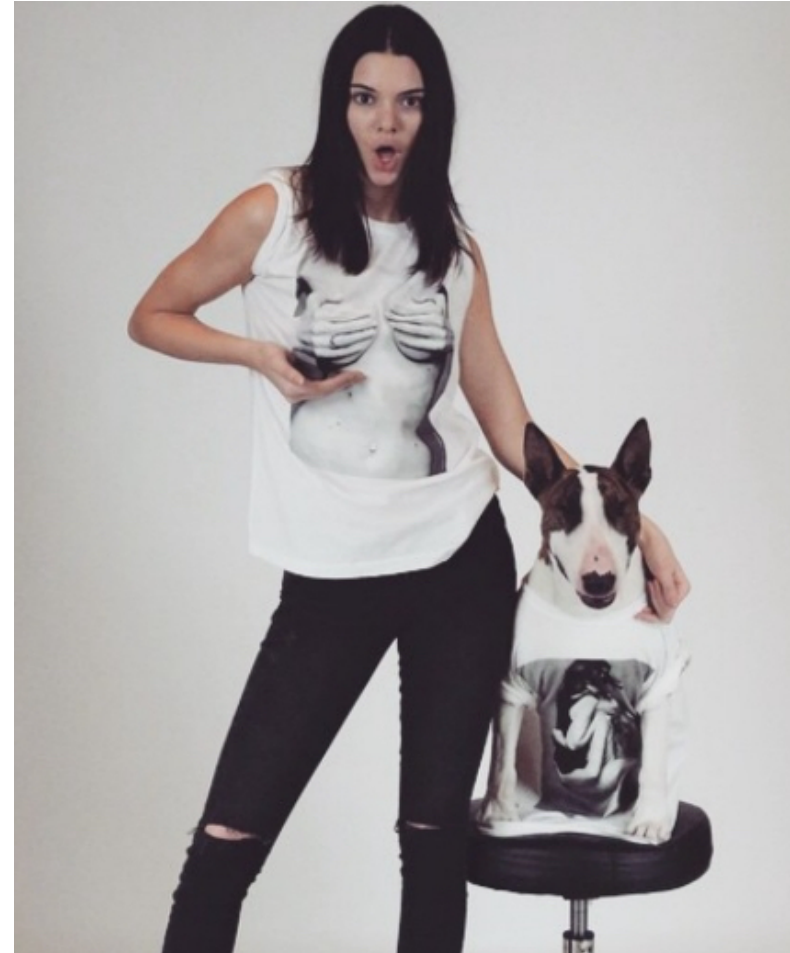


- On December 1<sup>st</sup> 2010 the first International HIV / AIDS Awareness Education Center (IHAEC) was launched in Antwerp. This training center hosted students from all over the world and taught them how to set up successful HIV prevention and awareness programs, using the same pop culture based methods as used by DAA.
- The students took this knowledge home, to build up successful campaigns in their countries of origin. We see this a significant step in the fight against HIV/AIDS, as the last global AIDS awareness campaigns took place 20 years ago.
- Young people today remain ignorant about HIV and we feel that this is dangerous, irresponsible and unnecessary. At the IHAEC there were workshops with speakers from Designers Against AIDS, artists and experts from the DAA network, UNFPA, UNESCO, Doctors Without Borders, The Institute of Tropical Medicine, a socially aware advertising agency, seropositive youngsters and other people who are involved with raising AIDS awareness..





- As of January 1<sup>st</sup>, 2020, the education center will be renamed the 'Creatives For A Better World Centre' and will take its activities fully online.
- This way students don't have to travel to Antwerp from all over the world and take 2 or 3 months off –many are not able to do this, so by working together online, we can reach out to a much broader database. We can also invite established creatives to give input.
- We have also widened the social issues we tackle: next to HIV prevention and fighting stigma, we also want to do campaigns for subjects such as sustainability, bullying, tolerance, Human Rights, further education, Climate Change and volunteer work. All with the aim to make the world a better, fairer and more beautiful place for everybody.
- DAA archive information [www.designersagainstaids.org](http://www.designersagainstaids.org)



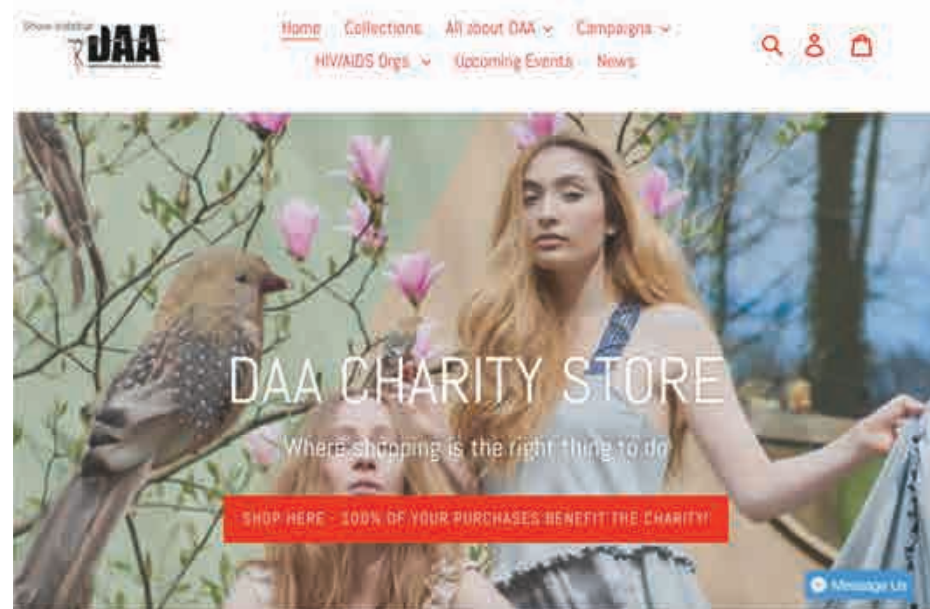
EASTPAK X JEAN PAUL GAULTIER



**EASTPAK**  
Jean Paul  
**GAULTIER**

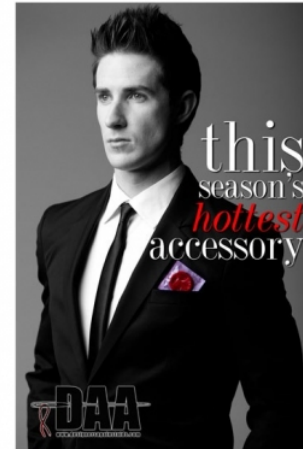
<https://youtu.be/OER6RePyGeE>

- DAA presents different items every season that are being promoted and sold worldwide. The first DAA collection was launched in June 2005 as a T-shirt/ organic cotton based fashion line and sold in fashion, concept and music shops worldwide.
- The items are designed by famous and emerging fashion designers, musicians, artists and sports celebrities.
- DAA launched their own online shop, offering a range of celeb-designed fair trade organic cotton collections. Here you can find T- shirts, underwear and nightwear for men and women.
- As all items on offer are samples or gifts, 100 % (!) of the sales price of every item will be donated directly to our projects
- <https://designersagainstaids.com>





- We found that most young people want to get engaged in social change if you explain the issue at hand and show what they can do on a personal, local and sometimes global level.
- We always use pop culture in our messaging and this is very attractive for young people: music, fashion, videos, art, design, celebrities, social media- they love it.
- If you combine pop culture with positive messages, you're sure to reach out to a large audience, using the right social media and best tools, media and celebrities to help you.
- Most young people are hesitant about creating social activist messages, as they're not sure they will be read and appreciated (and sometimes critiqued), but after a short while they see the impact that their creative work can have and that means a lot to them.
- People tend to feel powerless in a world that is sometimes deemed impersonal and dangerous and projects such as 'Creatives for a better World' can change that.





**DAA**





LOGO 002



\* Smiley safe (don't worry)

**SMILEY** 

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**SMILEY FUND**

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**LOVE**

Spread smiles not HIV.  
Get tested.

**DAA** x 

Protect yourself  
and your partner

**AWARE  
BE SAFE  
GET  
TESTED**





## CONTACT



For more information, please contact:

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### **DAA online store**

[www.designersagainstaids.com](http://www.designersagainstaids.com)

### **DAA archive information**

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