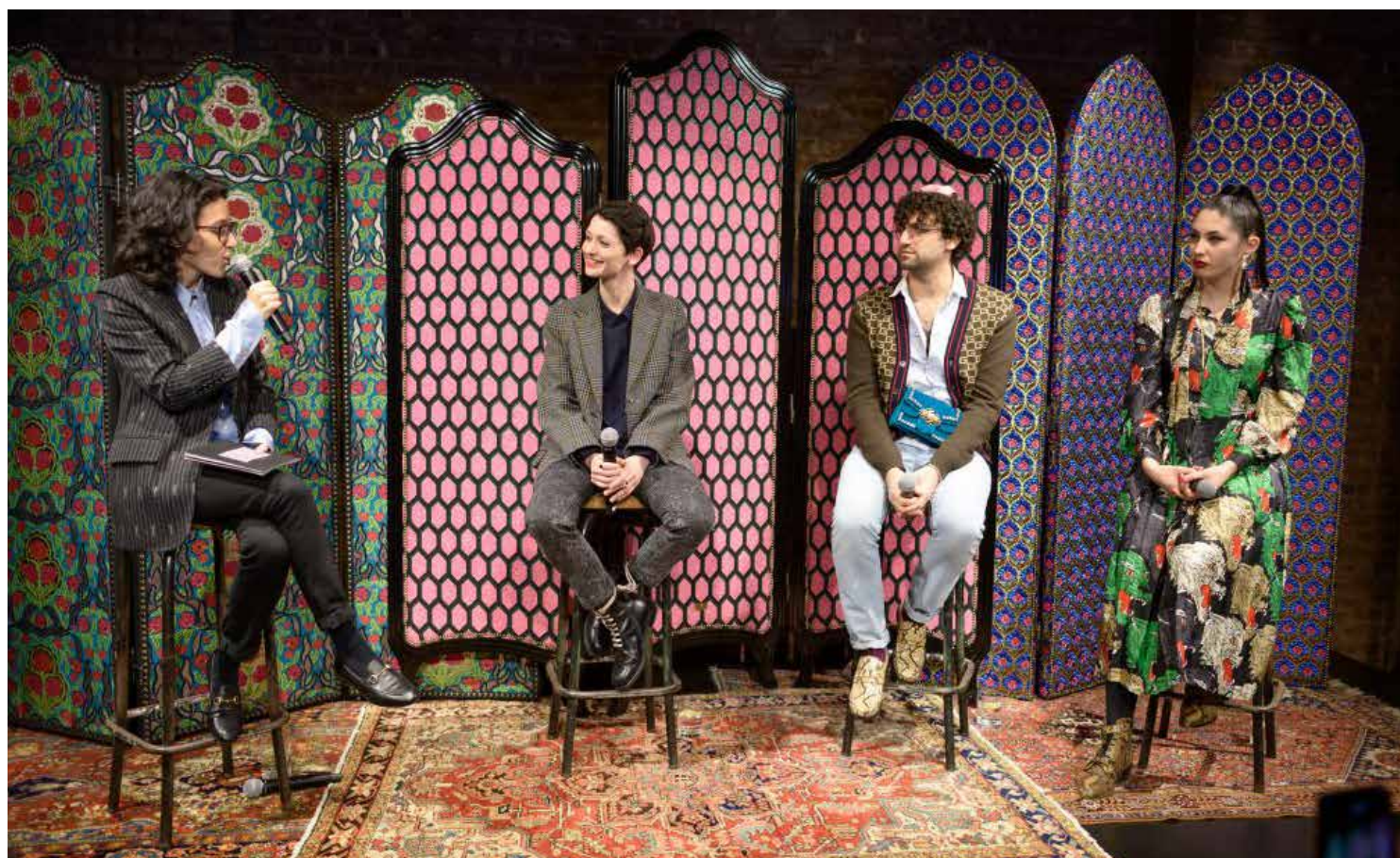




PUBLICATION  
Feb 6, 2019

TO GATHER TOGETHER

## CHIME CELEBRATION AT GUCCI WOOSTER BOOKSTORE



Last night, CHIME FOR CHANGE supporters gathered together at the Gucci Wooster Bookstore in New York City to celebrate the next chapter of CHIME FOR CHANGE. Susan Chokachi, President and CEO of Gucci America introduced a conversation with CHIME FOR CHANGE creative collaborators, MP5, Adam Eli and Jade Jackman. MP5, a visual artist, collaborated with Alessandro Michele to create the new CHIME FOR CHANGE campaign identity; Adam Eli, a community organizer and writer, edited the CHIME zine which debuted at the event; and Jade Jackman directed **The Future Is Fluid**, a new short film by Jade Jackman and Irregular Labs which premiered at an event during the Sundance Film Festival and explores what “gender” means to Gen Zs around the world. The conversation was moderated by Broadly’s Ariel Wengroff.



Activists Sage (@thhrift) and Jules Spector (@julespector) hosted a takeover on CHIME FOR CHANGE's Instagram, providing special coverage throughout the evening.





