



## FASHION AGAINST AIDS

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### Fashion Against AIDS

In 2008 H&M and Designers Against AIDS (DAA) joined forces and launched a fashion collection called Fashion Against AIDS (FAA). The aim of the collection is to increase awareness of HIV/AIDS among young people and 25 percent of sales are donated to HIV/AIDS prevention projects.

2012 marks the fifth year that H&M and DAA are running FAA. The money raised through this year's collection will be donated to HIV/AIDS prevention projects for young people carried out by DAA, YouthAIDS®, UNFPA and the MTV Staying Alive Foundation.

Money raised through this campaign has been donated to various projects aimed to increase awareness of HIV/AIDS among young people:

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*So far the FAA initiative has raised a total of USD 6 million*

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#### Designers Against AIDS

DAA is a non-profit organisation that aims to inform young people about HIV/AIDS in a way that appeals to them and to tell them that safe sex is still important, as HIV infections among this age group are rising again all over the world. DAA has primarily put its donation from FAA towards its first International HIV/AIDS Awareness Education Centre (IHAEC), which opened in the beginning of 2011. Its goal is to educate international students in developing and implementing HIV/AIDS prevention projects, using pop culture elements such as music, fashion and social media. In addition to the IHAEC, the donation from FAA will also support a number of HIV/AIDS prevention projects run by DAA, including filming a documentary in Southern Africa, expanding Models against AIDS and the informative DAA website and distributing condoms – and good advice – at music festivals.

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#### Related information

- [Strengthen communities](#)
- [Community projects](#)
- [Our long term partners](#)
- [Conscious Foundation](#)
- [Community support](#)

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#### External links

- [Designers Against AIDS](#)
  - [YouthAIDS](#)
  - [Y-PEER](#)
  - [MTV Staying Alive Foundation](#)
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#### YouthAIDS®

YouthAIDS® is an education and prevention programme of the non-profit organisation PSI. YouthAIDS® uses media, pop culture, music, theatre and sports to stop the spread of HIV/AIDS and reach 600 million young people in more than 60 countries with life-saving messages, products, services and care. YouthAIDS® has used the funds from FAA to support an urban youth centre in Port-au-Prince in Haiti, to initiate a

partnership with a sexual minority organisation in Mozambique in order to provide young men with peer education, HIV counselling and testing and to create an HIV/AIDS and drug prevention programme for high-risk youth in Yekaterinburg, Russia.

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## **UNFPA**

The United Nations Population Fund (UNFPA), the United Nations Population Fund, promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. In 2000 UNFPA pioneered Y-PEER, the Youth Peer Education Network, a groundbreaking global youth-to-youth initiative. As part of Y-PEER, young people work on the promotion of Sexual and Reproductive Health and Rights including the prevention of the spread of HIV/AIDS, by educating and empowering friends and peers in their own networks and advocating for greater participation of young people. The funds donated from FAA are supporting Y-PEER programmes in Oman, Bahrain, Egypt and Turkey. The programmes provide information about HIV/AIDS through theatrical performances, information campaigns involving national celebrities and a website where educational materials will be posted.

## **MTV Staying Alive Foundation**

The Staying Alive Foundation (SAF) is committed to supporting young people who have the potential to create impact and lasting change within their communities. SAF gives out small sums of money to young people who they believe in – who they trust – and who they are genuinely inspired by. These young people have one thing in common – they're fighting to conquer HIV and AIDS in their local communities in the most creative and innovative ways. To date, the Foundation has raised over USD \$3 million, allowing it to support over 272 grants in 58 countries.