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25 FOR 25 SERIES

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25 for 25 is an original content series by Gucci and CHIME FOR CHANGE to mark the historic milestone of Beijing +25 in March, as well as Women's History Month. The series will highlight activists, CHIME Advisory Board members, partners and supporters who represent the progress made on gender equality over the past 25 years, as well as the emerging next generation continuing this critical work.



Latanya Mapp Frett, CHIME Advisory Board member and President and CEO of **Global Fund for Women**, served as a delegate to the Fourth World Conference on Women in Beijing in 1995 and continues to fight for the human rights of women. Explore Latanya's vision for a gender-equal future and what keeps her energized as a leader below.

What are your hopes and expectations for gender equality in the next 25 years?

I hope gender equality becomes the new normal – that we don't discriminate on the basis of gender at work, home, or school.

What does gender equality mean to you?

A world where movements for gender justice have transformed power and privilege for a few into equity and equality for all.

What keeps you energized and committed as a leader for gender equality?

There's still work to be done. And I have a daughter. I want her to live in a world where all genders are treated the same.

What advice would you give younger generations on how to advocate / work for gender equality as they get older?

Fighting for any social justice issue means you are fighting for every social justice issue. Empathy is crucial and a willingness to stand up when you see wrong.

Who do you look to as an example / role model in the fight for gender equality?

The activists in the Fundamental film series who are at the front lines of fighting for gender justice come to mind. And I find role models everywhere I go, every time I meet a strong woman I find a lesson I can take away.



