

Denim Day  
Apr 25, 2018

In Rome, 1992, a 45-year-old driving instructor was accused of rape. When he picked up an 18-year-old girl for her first driving lesson, he allegedly raped her for an hour, then told her that if she was to tell anyone he would kill her. She told her parents and the alleged rapist was convicted and sentenced. The Italian Supreme Court overturned the conviction in 1998 because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault. In this sexual violence prevention and education campaign, we ask you to make a social statement by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault.

GET INVOLVED

MAKE A SOCIAL  
STATEMENT WITH YOUR  
FASHION  
STATEMENT – WEAR  
JEANS WITH A PURPOSE

#GEAR UP #DENIMDAY

Register at:  
[www.denimdayinfo.org](http://www.denimdayinfo.org)

There is no excuse and never an invitation to rape.