

MICHAEL JAMES O'BRIEN FOR DESIGNERS AGAINST AIDS



MODEL HANNELORE KNUTS



Designers against AIDS (DAA) is a project of **Beauty Without Irony** and was founded in 2004 in Antwerp, Belgium. The specific goal of the organization is to raise **HIV/AIDS awareness** in the international media and among young people all over the world. The organization achieves this by implementing the same culture based methods as used by DAA

Since 2008 Designers against AIDS has successfully **collaborated with fashion giant H&M, launching the global, annual Fashion Against Aids campaigns.** The campaigns immediately turned out to be a success, as the idea of combining fashion with the message of safe sex was embraced by the media and the artists, who took the time to design one of the T-shirts for the collection and to speak out in video messages.

The International HIV/AIDS Awareness Education Center (IHAEC) is DAA's most recent and **ambitious project.** This **training center** in Antwerp, Belgium wants to host students from all over the world and will teach them how to set up successful HIV prevention and awareness programs, using the same pop culture based methods as used by DAA. The students will be taking this knowledge home, to build up equally successful campaigns in their countries of origin.

The **website** is the **center of the organization** where everything comes together and it's the platform for DAA's latest news flashes on projects and events, up-to-date information on HIV/AIDS, the IHAEC and DAA's celebrity friends, links to local HIV/AIDS organizations all over the globe, an interactive blog and much more:

www.designersagainstaids.com

For more information please contact:

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Would you like to support DAA and its International HIV/AIDS Awareness Education Center? If you live in Belgium, please send your donation to the King Baudouin Foundation on the Account N°: 000-0000004-04 with the following reference: L82230 - Designers against AIDS
If you live elsewhere, please consult the 'Donate Now' button on the homepage of www.designersagainstaids.com to see the different possibilities.