

HEALTHCARE

Gucci introduces employee travel reimbursement for healthcare access

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Gucci "My Body, My Choice" shirt from the 2020 cruise collection. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is reaffirming its support for reproductive rights and highlighting similar efforts through its Chime for Change global initiative.

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Gucci has announced it will provide travel reimbursement to U.S. employees who need health care that is not available in their home state. The announcement comes days after a leaked memo from the U.S. Supreme Court revealed the country's highest court intends to overturn *Roe v. Wade*, a landmark court ruling that established a right to privacy applies to a woman's decision to have an abortion and that the medical procedure could not be prohibited altogether.

"When Gucci founded the global Chime for Change campaign in 2013, the company committed to use its voice and resources in the global fight for gender equality," Gucci said in a statement. "As we now face a critical moment in U.S. history, Gucci remains steadfast in its belief that access to reproductive health care is a fundamental human right.

"The company will now provide travel reimbursement to any U.S. employee who needs access to health care not available in their home state," the brand said. "Through the Chime for Change campaign, Gucci will also continue to support partner organizations that enable access to reproductive health and protect human rights, especially for the most vulnerable."

My Body My Choice

Gucci's Chime for Change has raised more than \$19 million to support 460 projects in 89 countries since 2013. Partners have included the International Planned Parenthood Federation, Equality Now, the Global Fund for Women, the Ms. Foundation for Women and UN Women.

Many of the projects supported by Chime for Change address sexual health and reproductive rights. Numerous issues of the Chime Zine have also included content on reproductive freedom, including coverage of anti-abortion laws in the U.S. as well as Poland.

[View this post on Instagram](#)

A post shared by GUCCI EQUILIBRIUM (@gucciequilibrium)

Abortion rights activist Paula Avila-Guillen is a speaker at "22 For '22: Visions for a Feminist Future"

Gucci's 2020 cruise collection by creative director Alessandro Michele also addressed reproductive rights and included a special Chime T-shirt design. The collection also included other references to Italy's Law 194, which in 1978 legalized abortion in the first 90 days in the European country.

The collection's yellow Chime shirt, designed in collaboration with Italian artist MP5, had the words "My Body My Choice" on the back. Following the launch of the tee, Gucci made donations to select Chime for Change nonprofit partners specializing in sexual and reproductive health.

More recently, Gucci reunited with MP5 on a special "Generation Equality" capsule collection for International Women's Day. The capsule directly supports diverse feminist organizations, many of which are led by people who have been historically marginalized, including minorities, disabled women, transgender and gender non-conforming women ([see story](#)).

Gucci's pledge for travel reimbursement would presumably also apply to gender-affirming care, which is similarly being threatened on the state level across the U.S.

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