



In Colombia - and in many other countries-, black women are openly discriminated because of their gender, their skin color, their origin and their social status. During the past decades, aprox. 40% of black communities have been affected by the conflict and forced to displaced. The most affected by the violence are blacks girls and women.

Challenge :
Ignorance about black culture. We all fear what we do not understand, what is different.

Campaign # 1:
« El negro está de moda ».

1

Movement

An invitation to act, to see and to relate differently. We want the black to become the color of fashion in Colombia.

2

Transformation

Of the negative symbolism historically associated with the term black. We want to promote the use of our language in an inclusive and empathic way, eliminating stereotypes and discrimination.

3

Equality

We want to recognize the cultural richness of black communities and their contribution to the development of the country and our identities.

Projects in the pipe line:
« TheColombianBlackMarket.com »
(supporting entrepreneurs and local black businesses)
« Workblack.com »
(promoting /valuing black workforce)
« TheColombianBlackHistory.com »
(memory, reconciliation)