

APRIL 29, 2026
WEAR JEANS WITH A PURPOSE

**DENIM
DAY**
EST. 1999

DENIM DAY HISTORY

In 1999, the Italian Supreme Court overturned a rape conviction because the victim was wearing tight jeans at the time of the assault. The justices argued that she must have helped her attacker remove her jeans, implying consent. People all around the world were outraged. Wearing jeans on the anniversary is an international symbol of protest against harmful myths surrounding sexual violence.



Turning Point
Domestic Violence Services



Denim for Dollars Donation