



DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF G-1
300 ARMY PENTAGON
WASHINGTON DC 20310-0300

DAPE-AR

1 February 2023

MEMORANDUM FOR Commanders, ARMY G-1s and SHARP Personnel

SUBJECT: 2023 Denim Day Observance

1. The Department of Defense (DOD) and the U.S. Army observes Sexual Assault Awareness and Prevention Month (SAAPM) each April with events that publicly reaffirm our commitment to eliminate sexual assault. Denim Day is an internationally recognized SAAPM event, which supports the month's objective of increasing awareness and outreach by encouraging people to wear denim. Wearing denim expresses support for sexual assault survivors and serves as a visible protest against these crimes and the negative stigma they carry.
2. The Denim Day Observance began in Italy after 1999 Italian Supreme Court decision overturned a 1992 rape conviction based on the victim's clothing. The Justices argued that, because the woman was wearing tight jeans, she must have given consent. This decision led to protests where women wore jeans showing support for the victim. The protests quickly spread, and in April 1999, a Los Angeles social service agency established the first U.S. Denim Day.
3. The 2023 Denim Day observance will occur 26 April 2023. In accordance with AR 670-1, 3-7a, Commanders of ACOMS/ASCC/DRUs, Heads of DA Staff agencies, and HQDA principal officials may authorize military personnel to participate in this event.
4. If approved by one of the appropriate authorities, the wearing of denim must be voluntary, and the significance of wearing denim must be clearly conveyed. Participants must wear appropriate attire: no ripped, torn, cut offs, or jeans worn below the waist. In accordance with AR 670-1, 3-9c "when civilian clothing is worn, Soldiers will ensure that their dress and personal appearance are commensurate with the high standards traditionally associated with Army service." Throughout the day, leaders should talk to their Soldiers about how to treat all members of the team with dignity and respect and focus on grass roots efforts like "This is My Squad."
5. The wearing of denim will serve as a sign of the participant's commitment to establishing a command climate of dignity and respect, as well as demonstrate the participant's pledge to support survivors of sexual assault.

Ms. Jill M. Londagin
Director, Army SHARP

James A. Helis, Ph.D.
Director, Army Resilience Directorate