



DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF, G-9
600 ARMY PENTAGON
WASHINGTON, DC 20310-0600

11 Feb 25

DAIN-PR

MEMORANDUM FOR COMMANDERS AND SHARP PROFESSIONALS

SUBJECT: Denim Day Observance

1. Each April, the Department of Defense and the U.S. Army observe Sexual Assault Awareness and Prevention Month (SAAPM). Part of that observance is Denim Day, which is an internationally recognized SAAPM event encouraging people to wear denim as a visible means of protesting the misconceptions surrounding sexual violence and expressing support for sexual assault survivors.
2. The Denim Day observance began in Italy after a 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 2025 Denim Day observance will occur Wednesday, 30 April 2025. In accordance with AR 670-1, 3-7a, Commanders, Heads of Department of the Army Staff agencies, and Headquarters, Department of the Army Principals may authorize military personnel to wear jeans 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."
5. Throughout the day, leaders should talk to their Soldiers about how to treat all members of the team with dignity and respect. 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.

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