Reinterpreting the Red Ribbon

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Designer Kenneth Cole has partnered with MTV's Staying Alive Foundation and amfAR to reinterpret the iconic red ribbon and launch a new celebrity campaign called "Come Together." The new ribbon features a double loop to symbolize the coming together of individuals and the doubling of efforts in the fight against HIV/AIDS. Celebrites including Cyndi Lauper, Estelle and Cheyenne Jackson lend their voice to the cause. For more info, visit mtvcometogether.com.

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http://beta.docker.poz.com/article/Ribbon-Cole-HIV-21467-7869