LEAVE YOUR MARK
HOW TO BE A GLOBAL BRAND

MY WIFE TOLD ME TO CHEAT
...but only if she could too

FROM BROKE TO BILLIONS
How the 'IT' girl of business did it

9AM: TEACHER
9PM: ESCORT
Gen Y's secret side hustle laid bare

*EAT THIS SKIP THAT!
What to put in your mouth this Christmas

TIME TO MEET...
HAILEE STEINFELD
THE BULLIED TEEN WHO TOOK ON HOLLYWOOD

*And what definitely not to
We’ve all sat on the sofa and thought about changing the world, but what does it take to actually do it? Meet the women who went beyond armchair activism to make serious global waves.

Words: Salma Haidrani

Breanne Butler co-organised the global Women’s March in January 2017.
people say a lot of stuff about our generation. That we're lazy. That we're pissing away our salaries on bottomless brunch. That we've won, selfishly taking time wasters. But here's the thing: we are also shaping the world around us in a way that's not been seen since the '60s. Because now, anyone with a laptop, an idea and a complete inability to hit snooze can, theoretically, effect global change at the click of a button. But what makes the difference between a cause that gets 105 petition signatures and one that mobilises the world? We asked the women who did just that to tell us...

THE WOMEN’S MARCH MOBILISER

WHO: Breanne Butler, 28.
WHAT SHE DID: Co-organised the Women’s March, which took place on every continent in January 2017.
WHAT SHE WAS: A pastry chef.
WHAT SHE DID: Organise.
WHAT SHE DID: From Washington, DC, we had a permit for 200,000 people, more than double that showed up! Butler recalls. As each state has different laws, organisers had to research and work with the police accordingly. She started receiving messages from London, Canada, Switzerland and Australia, and soon, 673 marches were set to take place – including one in Antarctica. But it wasn’t just a case of sending out event invites. From each performance, she'd tweet a new song. As each state has different laws, organisers had to research and work with the police accordingly. She started receiving messages from London, Canada, Switzerland and Australia, and soon, 673 marches were set to take place – including one in Antarctica. But it wasn’t just a case of sending out event invites.

THE LAW MAKER

WHO: Asma Elbadawi, 27.
WHAT SHE DID: Got basketball’s governing body, FIBA, to allow players to wear hijabs on the court.
WHAT SHE WAS: A student and spoken word poet.
WHAT SHE DID: Launch the #FIBAAllowHijab campaign, petitioning for FIBA to allow Muslim players to compete in their hijabs.
HOW IT WENT GLOBAL: She went and teamed up with a spoken word poet.

THE FACE OF THE TAMPER TAX

WHO: Laura Corbyton, 24.
WHAT SHE DID: Got the tampon tax abolished.
WHAT SHE WAS: A student.

THE FGM REVOLUTIONARY

WHAT SHE DID: Launched her own nonprofit organisation, Educate2Eradicate (E2E).
WHAT SHE WAS: A student.

Read “Even Barack Obama gave [the cause] his support” for more about women who are making a difference around the world.
**THE CREATIVE ACTIVIST**

**WHO:** Krista Suh, 30.

**WHAT SHE DID:** Created the Pussyhat worn by nearly half a million women at the Women’s Marches in January.

**WHAT SHE WAS:** A screenwriter.

**THE IDEA:** The ‘Pussyhat Project’ was born two days after the US election. America was in a state of shock. Marches were being organised, but Suh didn’t want to just show up. “I thought I could march naked!” she laughs. But then reality sunk in: it was winter and it would be freezing. She’d just taken up knitting, and instead decided she would make a hat. “Then I imagined what a statement it would be if everyone wore the same one,” she says. “So I texted two friends saying, ‘I’ve come up with this amazing idea.’” Those women were Jayna Zweiman and Kat Coyle, who she’d recently met on a crochet course. Coyle (the course teacher) designed the pattern – hot pink, with cat ears, a thinly veiled reference to Trump’s ‘pussy-grabbing’ comments – while Suh and Zweiman worked on getting as many people to knit it as possible. Their aim? To get one million made for the Women’s March, in just two months’ time.

**HOW IT WENT GLOBAL:**
First they created a ‘manifesto’ to share online, along with the pattern – pitching the idea as a ‘sea of pink’ to send a clear message to those who felt victimised by Trump that they weren’t alone. Next they approached feminist groups and the crafting community, tagging them in related posts and visiting stores with the pattern, telling anyone who stocked knitting materials about the project. They wanted it to be possible for anyone to have a hat, so even if you couldn’t knit, you could go into a shop and find someone who could.

By the end of 2016, the pattern had been downloaded around 60,000 times. After the march, the hat made the cover of *Time* magazine, while the Design Museum in London named it one of 2017’s best designs. Who knew knitting was the way to a revolution?

◆

**READ ONES TO WATCH**

These four women are set to make big waves this year

**CHARLIE CRAGGS**
Craggs uses her skills as a nail technician to educate people on what it’s like to be a transgender woman.

She travels the country offering free manicures, allowing those who take part to ask her anything they like. “If they ask something offensive I can teach them, in a friendly way, that that’s not what you say to a trans person.” Find out more at Nailtransphobia.com

**GINA MARTIN**
When Martin discovered a man had taken upskirt pictures of her, she assumed the police would take action. Instead, they told her it wasn’t illegal. She set up a petition to make ‘upskirting’ a sexual offence, and has debated the subject in Parliament, across major news channels, and is making a documentary on the subject. Support Martin at Thepetitionsite.com

**SHELLEY ZALIS**
Zalis is the force behind The Female Quotient, a movement that aims to advance equality in the workplace. Within this, she also founded the Girls’ Lounge, a community of over 17,000 women working together on solutions for change. With new friends including Sheryl Sandberg and high-school girls in Rwanda, it’s clear there is power in the pack. Thegirlslounge.com

**SAMANTHA RENKE**
The actress (you’ll have seen her on the Maltesers ads) has a brittle bone condition and is a full-time wheelchair user. She campaigns for accessible homes, after fearing she would be made homeless. She also blogs regularly, breaking down stigmas to do with disability and dating. Our favourite? Her proclaiming, “Yes, I’m disabled. Yes, I still date hot guys.” Go Sam. @samrenke