



THE MEDIA COMMITTED TO INCLUSIVITY

WOMEN - COMMITMENT - INCLUSIVITY

Founded in 2017, FRAICHES is a media outlet with a long history of social commitment, dedicated to women and feminism! In 2021, it underwent an editorial shift to become a media outlet that remains committed and feminist, but is resolutely focused on inclusivity.

Today, FRAICHES's mission is to make people smile, spark discussion and drive change. At the heart of Gen Z conversations, FRAICHES gives a voice to all women, minorities and their allies. Through fun and meaningful formats, FRAICHES celebrates individuality, deconstructs norms, inspires and encourages action.

The editorial team offers a unique perspective on pop culture and social issues to foster reflection whilst respecting everyone's sensibilities.

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