



THE FASHION INDUSTRY
ACCOUNTS FOR
**10% OF GLOBAL
CARBON
EMISSIONS**
- MORE THAN ALL
INTERNATIONAL FLIGHTS
AND MARITIME
SHIPPING COMBINED.

X-RAY FASHION

A virtual reality experience - Directed by Francesco Carrozzini

MANND

VULCAN
PRODUCTIONS

ALCANTARA

CONNECT4CLIMATE

WORLD BANK GROUP



Fashion needs to be sustainable – taking an X-Ray view at the challenge

Fashion comes at a huge cost to people and planet. From water pollution to toxic chemical use, the clothes and accessories we wear harms our world. The Connect4Climate program of the World Bank Group is actively supporting the formation of the United Nations Alliance on Sustainable Fashion to advance eco-friendly, human-centered and low-carbon solutions in the industry.

To highlight the impacts of 2.5 trillion-dollar fashion industry and emphasize approaches to make it sustainable Connect4Climate is working with partners to produce the **X-Ray Fashion Virtual Reality (VR) Experience** and advance a global discussion through the Fashion4Climate initiative. Directed by the renowned fashion photographer and filmmaker Francesco Carrozzini X-Ray Fashion **will have its world premiere and be exhibited at the 75th edition of the Venice International Film Festival- Mostra del Cinema di Venezia – Biennale Cinema, at the end of August.**

The X-Ray Fashion is the winner of the Uniting4Climate global VR pitch competition. The virtual reality experience is produced by Connect4Climate, the philanthropist Paul G. Allen's Vulcan Productions and the carbon-neutral textile company Alcantara.

SOCIAL MEDIA ASSETS

Article: <http://bit.ly/2N2VV9s9>

Fact Cards (jpg): <http://ow.ly/gGjA30ltO58>

Fact Videos Cards:

- 60% more consumption: <https://vimeo.com/285261672>
- 10% of carbon emissions: <https://vimeo.com/285819930>
- 20% of waste water: <https://vimeo.com/285819942>
- 85% of textiles on landfills <https://vimeo.com/285819954>

Hashtags: #Fashion4Climate (main one)
#Film4Climate

X-Ray Fashion – Venice video card: <https://vimeo.com/281444969>

SOCIAL MEDIA MESSAGES - TWITTER

#DYK? The average consumer is purchasing 60% more clothing than 20 yrs ago. Experience harmful environmental & humanitarian impacts with X-Ray Fashion #VR, by Francesco Carrozzini <http://bit.ly/2N2VVs9> @Connect4Climate @VulcanFilms @AlcantaraSpa #Fashion4Climate #Film4Climate

Fashion comes at a huge cost to people & planet: 20% of global wastewater comes from making garments. It's time to make the #fashion industry sustainable! <http://bit.ly/2N2VVs9> @Connect4Climate @VulcanFilms @AlcantaraSpa #Fashion4Climate #Film4Climate

#Fashion accounts for 10% of global carbon emissions, more than international flights & maritime shipping combined. MANND @Connect4Climate @VulcanFilms @AlcantaraSpa X-Ray Fashion will expose these truths at @la_Biennale <http://bit.ly/2N2VVs9> #Fashion4Climate #Venice75

20% of global wastewater comes from producing garments. Cotton farming is responsible for almost a quarter of world's insecticides. Experience the impact of #fashion through #VR by MANND @Connect4Climate @VulcanFilms @AlcantaraSpa: <http://bit.ly/2N2VVs9> #Fashion4Climate

Fashion is a 2.5 trillion-dollar industry w/ huge environmental impacts. Making it sustainable is necessary in helping achieve the #SDGs and acting on #climatechange. Watch X-Ray Fashion #VR: <http://bit.ly/2N2VVs9> @Connect4Climate @VulcanFilms @AlcantaraSpa #Fashion4Climate

85% of textiles are sent to landfills or incinerators – 60% within a year. The X-Ray Fashion #VR project will expose the fashion industry's environmental impacts at @la_Biennale <http://bit.ly/2N2VVs9> @Connect4Climate @VulcanFilms @AlcantaraSpa #Fashion4Climate

Fashion comes at a huge cost to the planet - the industry accounts for 10% of global carbon emissions. With #VR X-Ray Fashion will show the industry's impact & encourage action at #Venice75 <http://bit.ly/2N2VVs9> @Connect4Climate @VulcanFilms @AlcantaraSpa #Fashion4Climate

SOCIAL MEDIA MESSAGES – FACEBOOK/LINKEDIN

1. The average consumer is now purchasing 60% more items of clothing than 20 years ago. What is the environmental cost of so-called fast fashion? The X-Ray Fashion Virtual Reality experience will show harmful environmental and humanitarian impacts of this industry.

The @Connect4Climate @VulcanProduction @Alcantara project is a @MANND's idea, directed by Francesco Carrozzini. The production will world premiere at the Venice Film Festival [[@Labiennaledivenezia](#)] <http://bit.ly/2N2VVs9>
#Fashion4Climate #Film4Climate #Venezia75

2. Did you know that the fashion industry accounts for 10% of global carbon emissions – more than all international flights and maritime shipping combined? @Connect4Climate @VulcanProduction @Alcantara @MANND's X-Ray Fashion VR will expose Fashion's truths at @Labiennaledivenezia <http://bit.ly/2N2VVs9>
#Fashion4Climate #Film4Climate #Venezia75

3. Fashion comes at a huge cost for people and the planet: 20% of global wastewater comes from the production of garments, while cotton farming is responsible for nearly a quarter of the world's insecticides.

Discover the harmful impact of this industry through the X-Ray Fashion VR project with @MANND @Connect4Climate@Alcantara and @VulcanProduction, premiered at the 75th edition of @Labiennaledivenezia <http://bit.ly/2N2VVs9> #Fashion4Climate #Film4Climate #Venezia75

4. The need to deliver frequent new collections at a low cost is particularly bad for the planet. 85% of textiles are sent to landfills or incinerators – 60% within a year of being made. How can we make Fashion sustainable? X-Ray Fashion VR will expose the industry's environmental impacts and inspire positive action at @Labiennaledivenezia <http://bit.ly/2N2VVs9>

@Connect4Climate @VulcanProduction @Alcantara @MANND #Fashion4Climate #Film4Climate #Venezia75

SOCIAL MEDIA MESSAGES – INSTAGRAM

Did you know that the #fashion industry accounts for 10% of global carbon emissions? This industry comes at a huge cost to people and #planet. The average consumer is now purchasing 60% more items of clothing than 20 yrs ago, and 85% of textiles are sent to landfills or incinerators – 60% within a year of being made. How can we make this 2.5 trillion-dollar industry #sustainable? @Connect4Climate @vulcanproduction @alcantara_company X-Ray Fashion #VR experience will expose the fashion industry's environmental impacts and inspire positive action. The piece directed by @FrancescoCarrozzini and created by @mannddk is part of the official @labiennale.

#Fashion4Climate #Film4Climate #BiennaleCinema2018 #Venezia75



MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
LA BIENNALE DI VENEZIA 2018
Selezione Ufficiale

A virtual reality experience - Directed by Francesco Carrozzini

X-RAY FASHION

MANNO VULCAN ALCANTARA CONNECT4CLIMATE WORLD BANK GROUP