

GANT UNVEILS **FLIPPING THE LADDER** A DOCUMENTARY FILM NARRATED BY RASHIDA JONES PREMIERING DURING THE TRIBECA FILM FESTIVAL

Flipping the Ladder is a new feature-length documentary produced by American sportswear brand GANT. The film sets out to explore a trend that is growing broader in today's society by asking the question - what if the next step in your career isn't up? Actor, writer, and producer Rashida Jones serves as the narrator of the film and will moderate a panel discussion following the world premiere event during the prestigious Tribeca Film Festival.

From the brand that created the renowned TV series *Couple Thinkers* starring Craig Ferguson, GANT continues to inspire the world with their credo of Never Stop Learning. *Flipping the Ladder* documentary follows three professionals who want to take action towards a more meaningful life, and give them the opportunity to try an entirely new career. Three experts - neuroscientist Dr. Don Vaughn, Women's March Alliance Founder & President Katherine Siemionko and Professor of Economics and Research Nava Ashraf - follow the flippers' journeys and explain the different phases of change through neuroscience, common roadblocks such as fear and social expectations - and how to overcome them.

"I am very proud that GANT brings the kind of purpose-driven content to the world that creates tension and enables a real shift or change for people," says Eleonore Säll, Global Brand & Marketing Director at GANT. "With *Flipping the Ladder*, we are capturing the feelings that so many individuals are having around what they should do with their lives, and explores what could happen if we let our hearts and curiosity lead the way."

The world is changing at a rapid pace, and people are starting to re-define the purpose of work and success. Research* forecasts that the average worker will have five separate careers in their life, with today's graduates having 17 employers by the time they retire at age 75.

Today people spend the majority of their time at work which has resulted in a desire to fill that time with deeper meaning. Working professionals no longer necessarily define success by traditional values such as money, status or conformism. They value the ability to design their own lives where work is being meaningfully productive, and something much bigger than what pays the rent.

"We are allowed, for the first time in history, to be who we want to be. That's exciting," says Katherine Siemionko, Founder and President of Women's March Alliance. "The top social structures that I find hold people back are expectations from money, expectations from your family that you will be a success, expectations you put on yourself. Those expectations will keep you sitting at your desk bored, miserable and bitter. Stop putting expectations on yourself, and believe that you can."

Flipping the Ladder is directed by Agnes-Lo Åkerlind and Clara Mannheimer and will premiere during Tribeca Film Festival in New York City on May 2.

*source: McCrindle

