





Companies



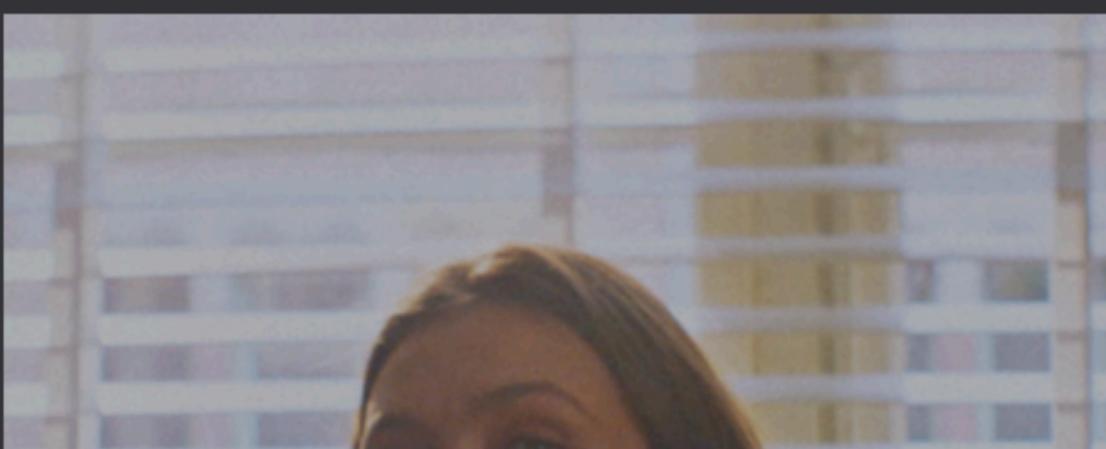
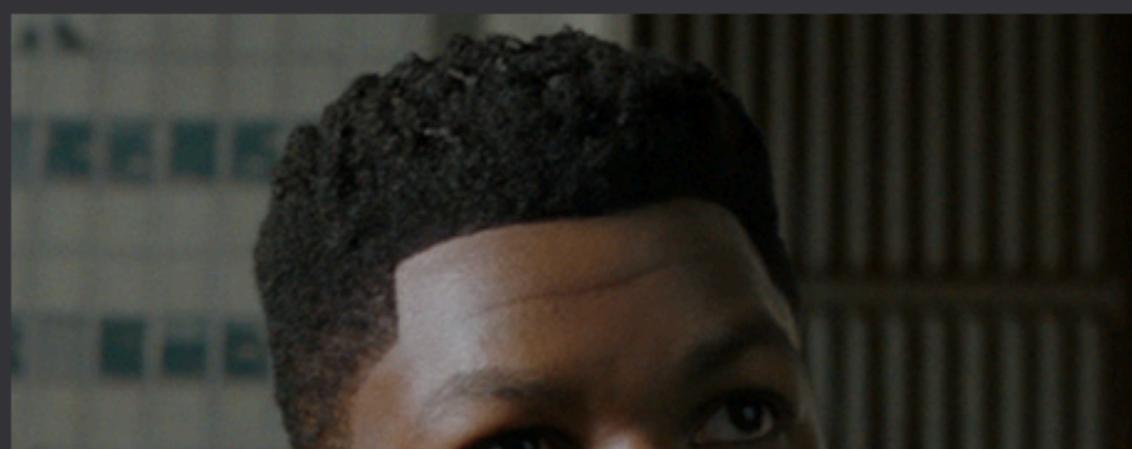
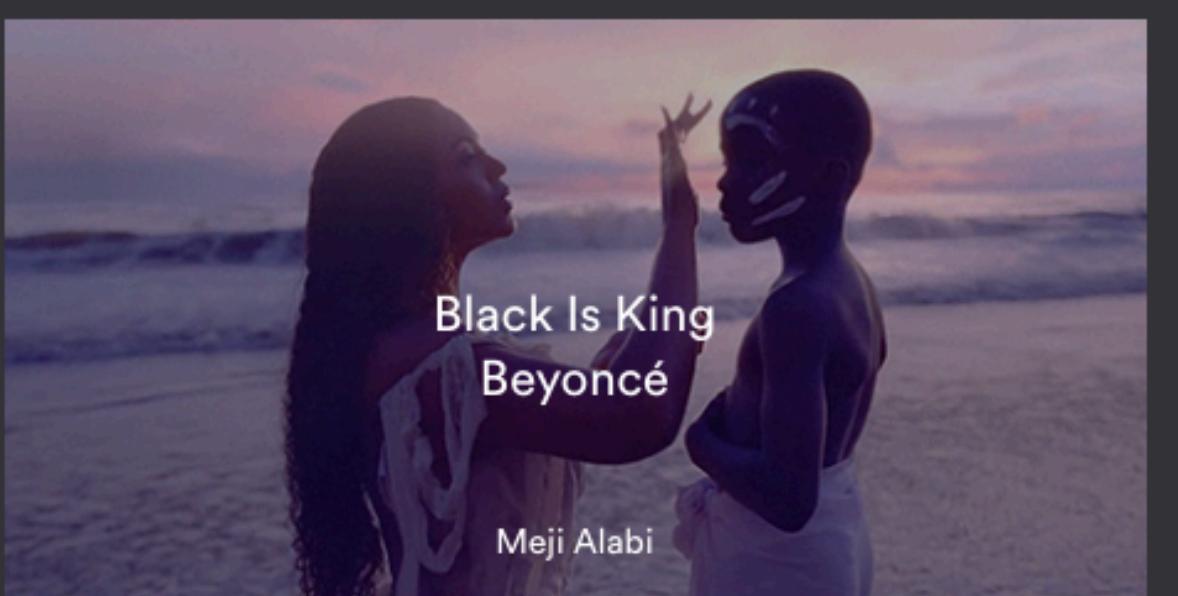
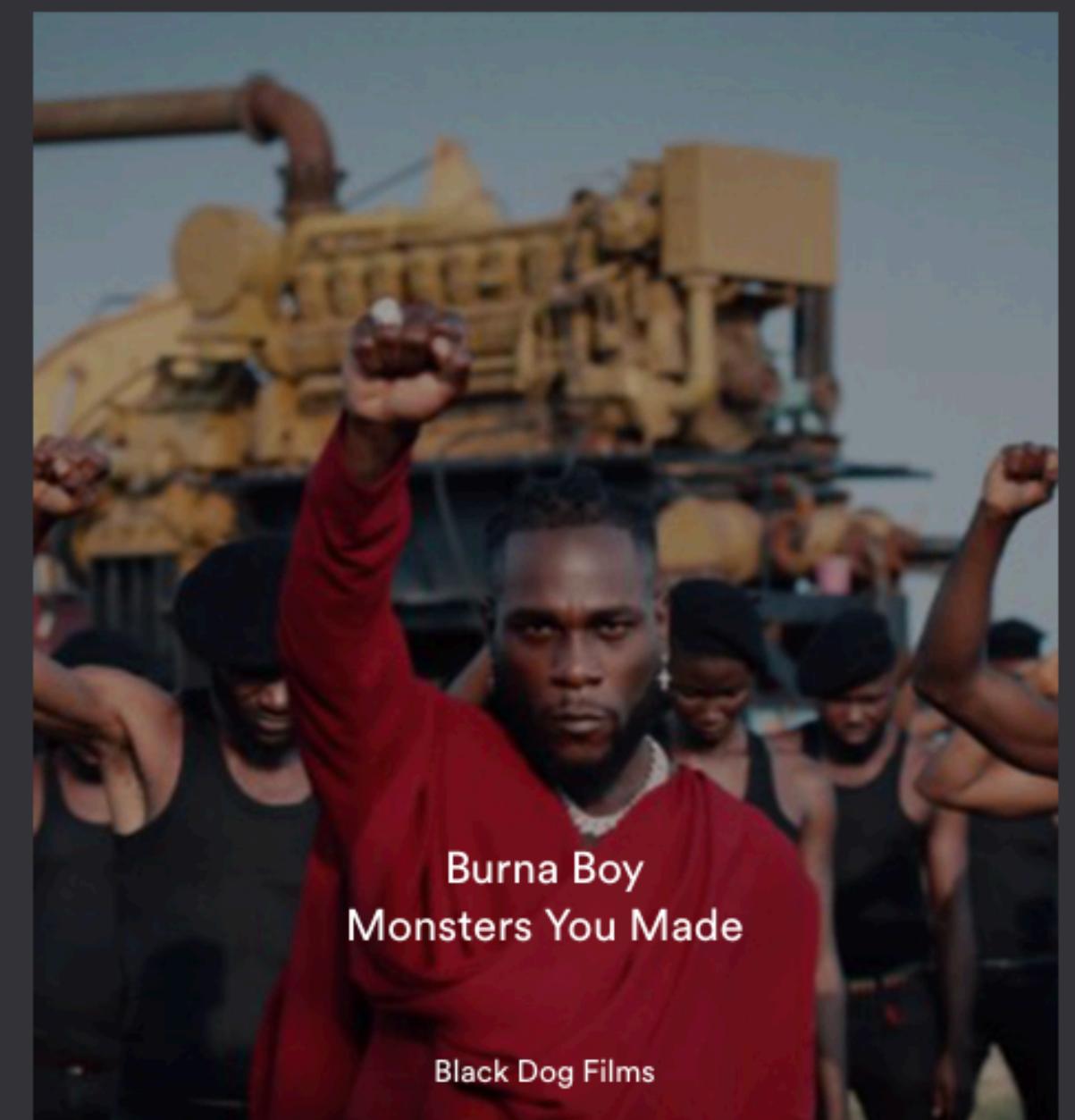
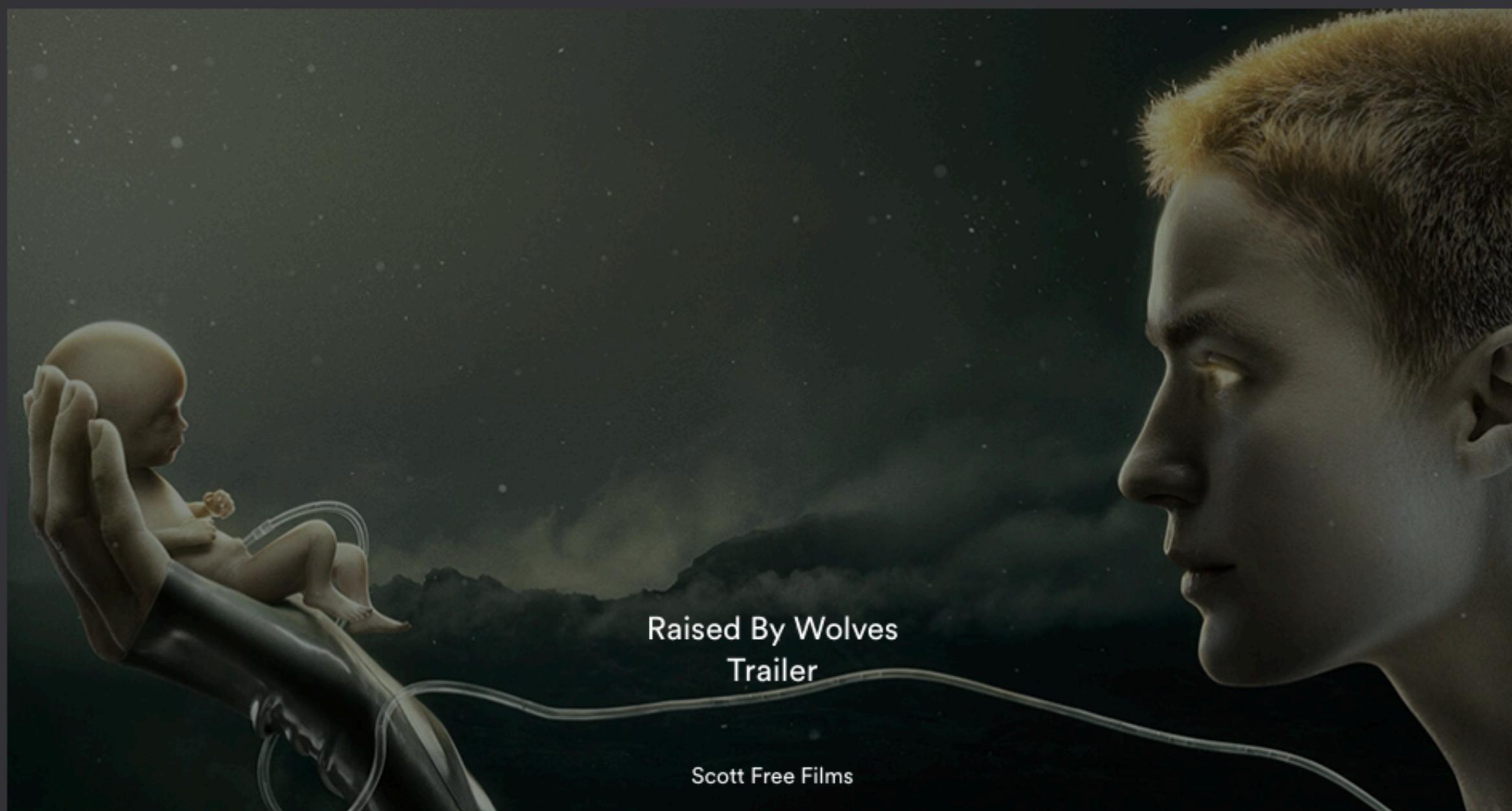
DARLING

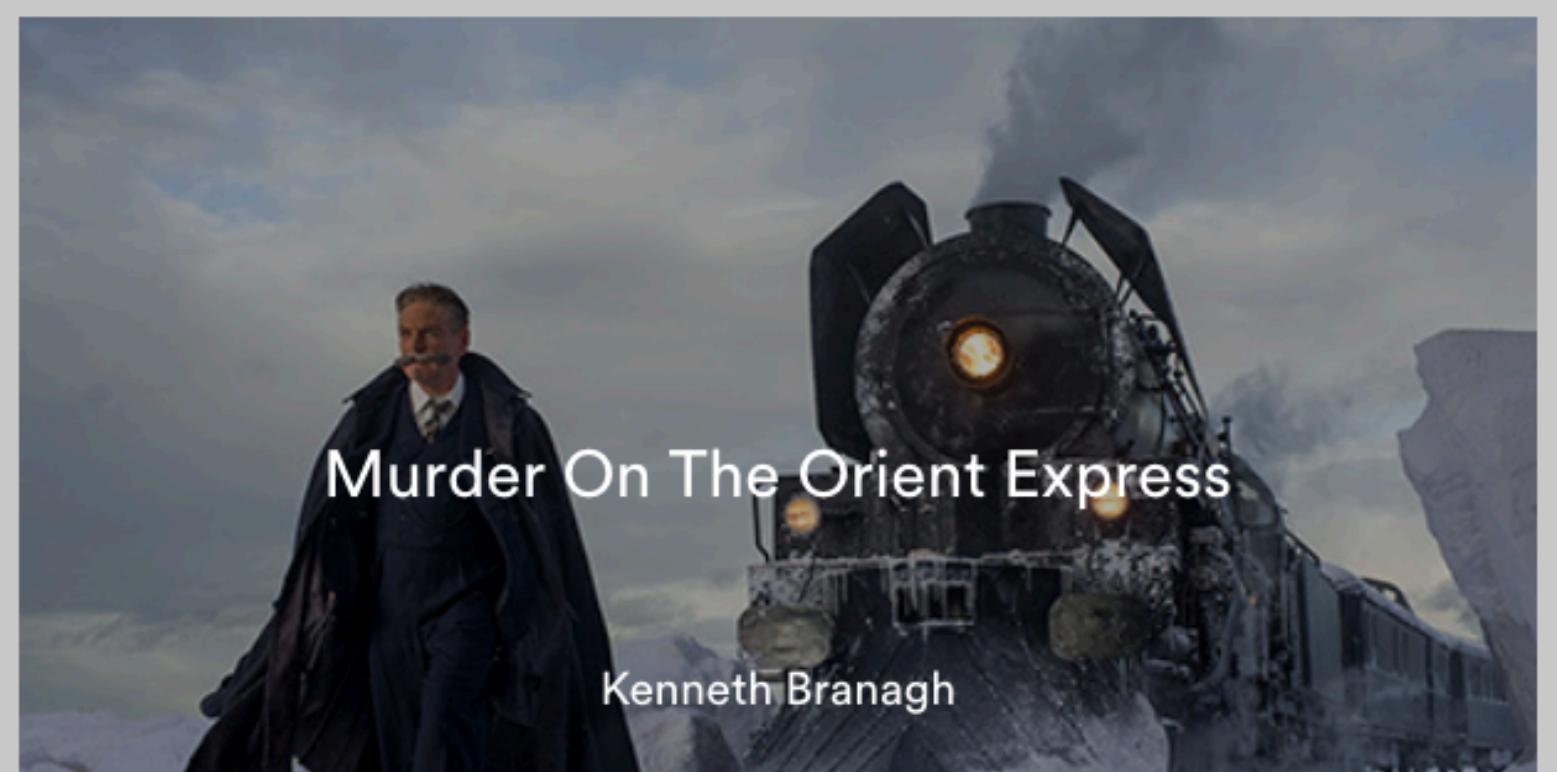
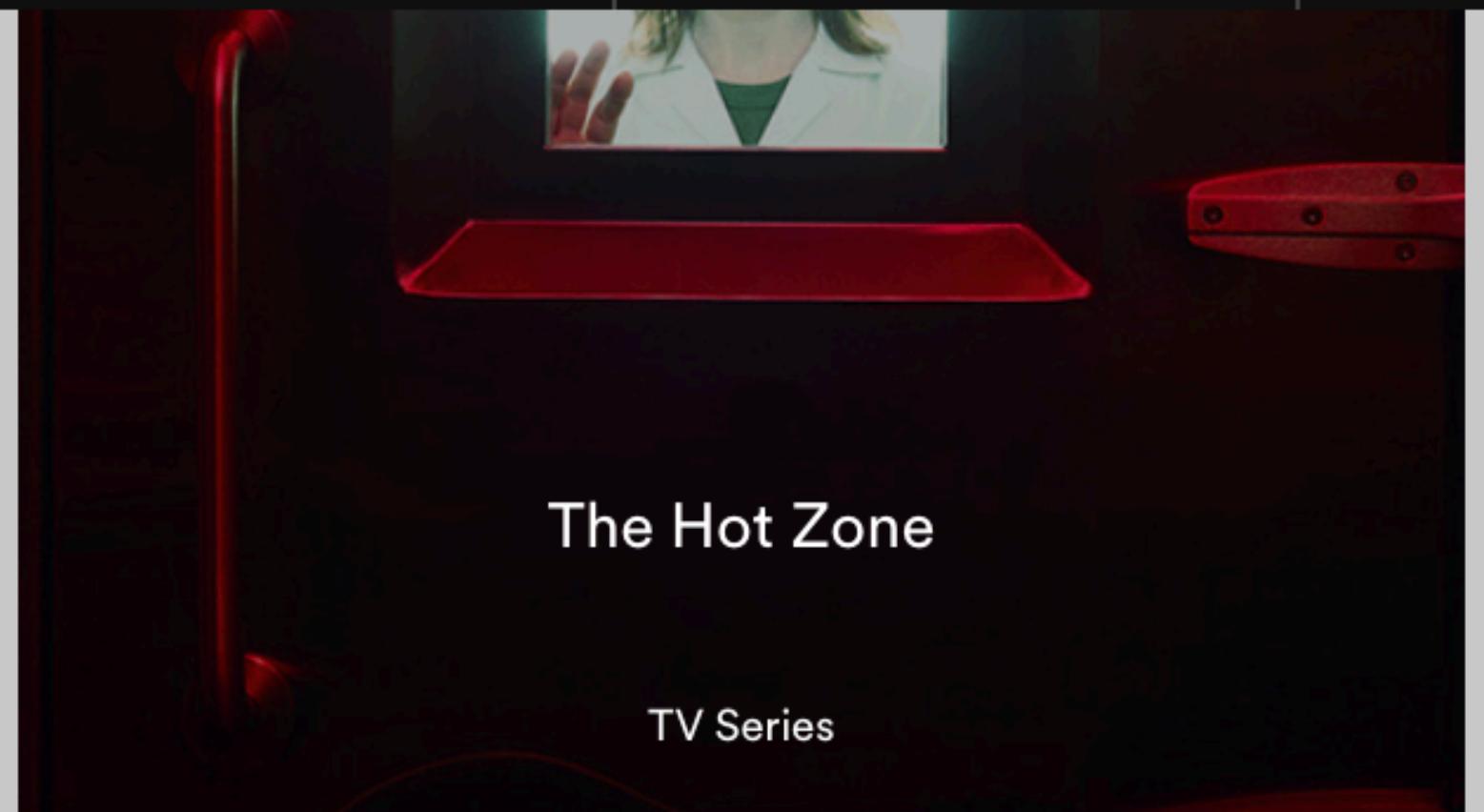
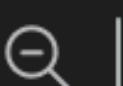


RSA Films is a global commercial production company founded by directors Ridley and Tony Scott.

Renowned for creative excellence and production expertise, for over 50 years RSA Films has produced innovative, award-winning campaigns for agencies and brands worldwide.

Based in London, Amsterdam, Los Angeles, New York, Hong Kong and Greater China, and with a roster of leading global creative and production talent, RSA Films promotes diversity, purpose, and agility in all forms of







Directors Photography Black Dog News Contact



RIDLEY SCOTT
CREATIVE GROUP



ENTERTAINMENT



ADVERTISING





WE BELIEVE IN CRAFTED STORYTELLING

e—save 50%.



BOOKS FEBRUARY 27, 2017 ISSUE

WHY FACTS DON'T CHANGE OUR MIND

New discoveries about the human mind show the limitations of reason.



By Elizabeth Kolbert

February 20, 2017

FACTS DON'T SELL



This Article Won't Change Your Mind

The facts on why facts alone can't fight false beliefs

A chaotic, apocalyptic scene, possibly a painting by Gustave Doré. The scene is filled with figures in various states of distress, some falling, some running, and some appearing to be in combat or despair. The color palette is dark and somber, with earthy tones and muted colors. The overall atmosphere is one of destruction and despair.

STORIES DO

GREEN WASHING



Green Fatigue



**Compelling
Narratives**

Green Washing



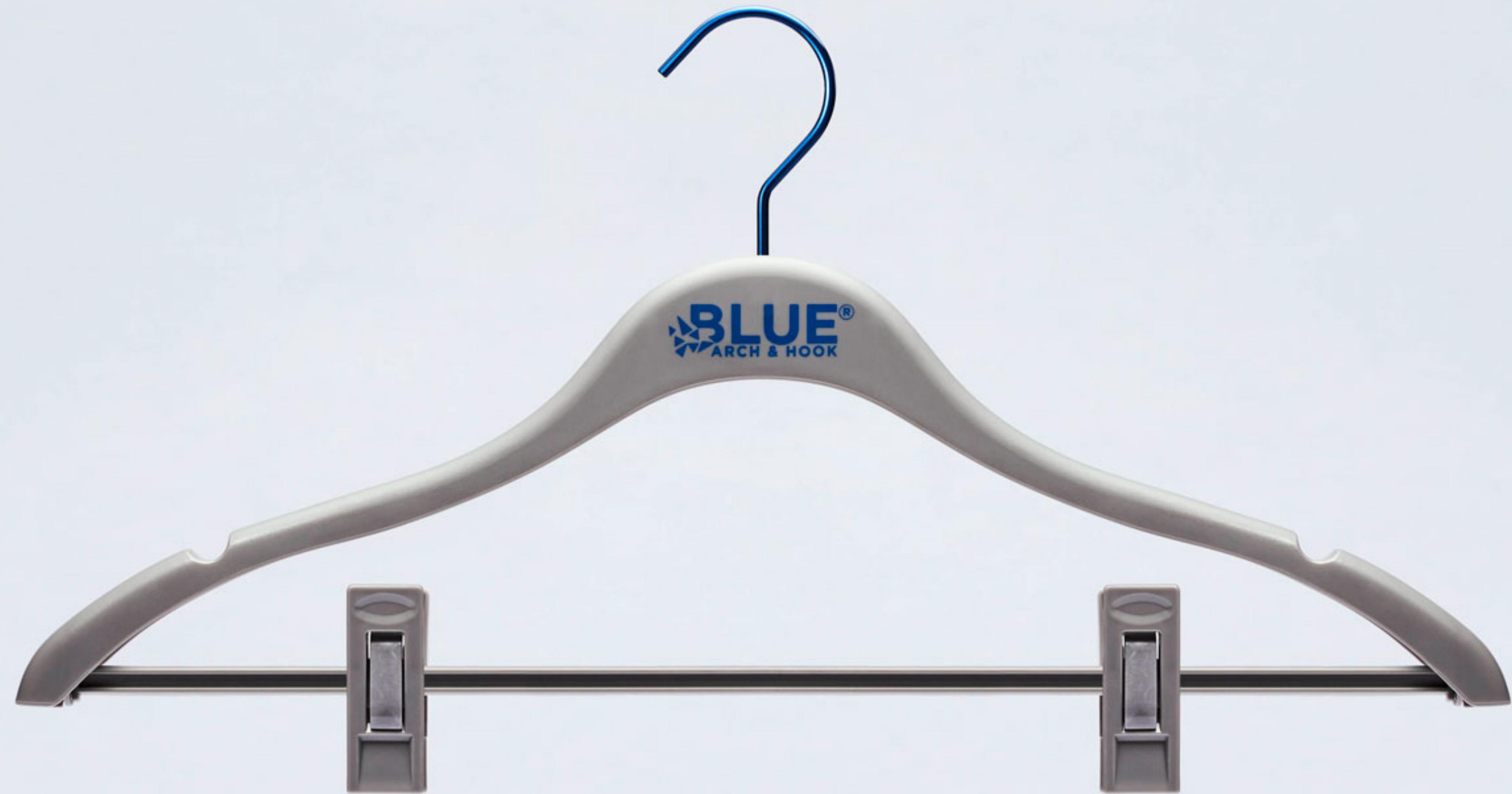
**Back up the narratives
with Science or facts.**

Cultural Impact





85 BILLION



A woman with blonde hair is shown in profile, facing right. She is wearing a dark, sequined dress with a large, dark feathered hat. She is holding a lit cigarette in her right hand, with a bright orange glow emanating from it. The background is dark and moody, with a bright light source on the right side.

Fashion's Dirty Little Secret



'The Penicillin Of Fashion': A Hanger Made From Marine Plastics Is Addressing Fashion's Environmental Hang-Ups





**The Staff – Hanger Pollution:
Arch & Hook and Ridley Scott
Creative Group Launch
'Fashion's Dirty Little Secret'
Campaign**

Hanger pollution is a huge

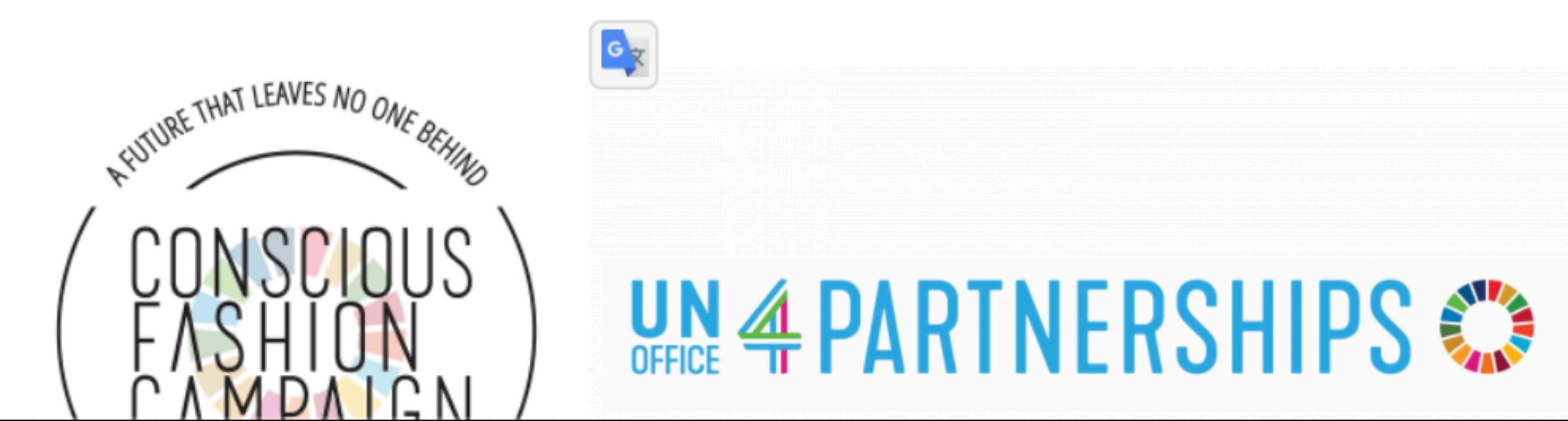


Built on the principles of responsible industry practices, transparency, circularity and sustainability, Arch & Hook's entire business model is dedicated to driving and demanding responsible production and consumption. We are dedicated to leading a sustainable change for our partners and industries. Our sourcing and materials are dedicated to ensuring circularity, (plastic)pollution clean-up and protecting life under water and on earth.

Our goal – through our solutions, research and innovation we empower fashion and retail, some of the most negatively impactful industries on the planet, to take timely action on these fundamental goals.



PROUD PARTNERS OF:





Fashion's Dirty Little Secret

by Arch&Hook



EPICA
AWARDS

SILVER WINNER

Thank You !

