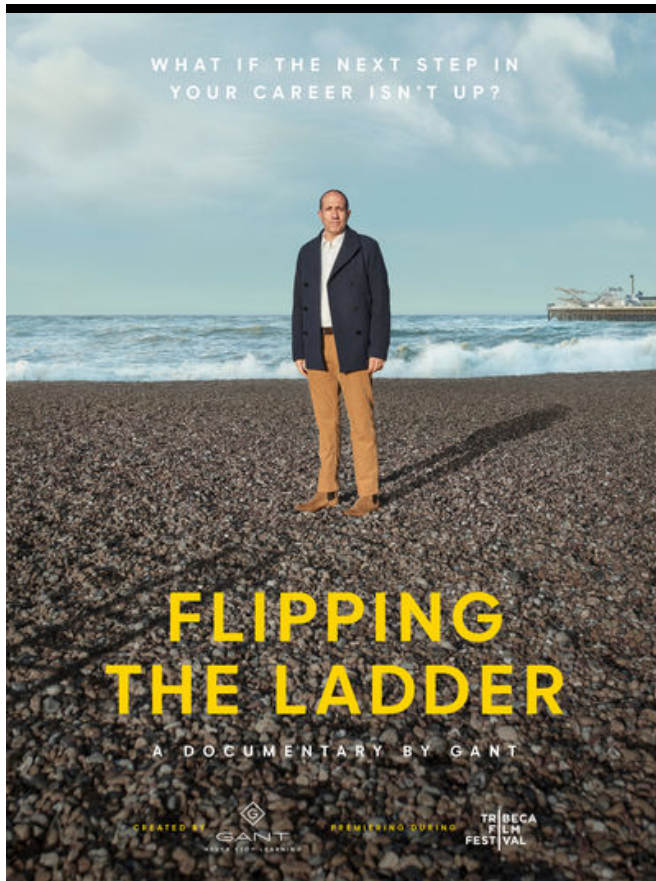


# GANT PRAISES THE POWER OF CAREER-SWITCHING

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Flipping the Ladder, Gant



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US – The fashion brand has unveiled **Flipping the Ladder**, a documentary that aims to redefine the purpose of work.

With the average worker exploring five separate careers in their lifetime, Gant hopes to shed light on the underrepresented phenomenon of job-switching through its new initiative Never Stop Learning. The documentary, debuted at Tribeca Film Festival, follows three professionals who change direction and overcome the roadblocks to starting an entirely new career.

Flipping the Ladder allows the fashion brand to step into the role of content creator and storyteller, with minimal references to the brand itself. 'Working professionals no longer necessarily define success by traditional values such as money, status or conformism,' reads a press release. 'They value the ability to design their own lives – where work is meaningfully productive, and something much bigger than what pays the rent.'

Personal development through learning has changed from an early-life to a **life-long activity**, as brands step in as partners in this continuing process of self-improvement.