

PRESS RELEASE

"Under Our Skin" - ocean protection NGO Ocean. Now! launches photoshoot series

"Known faces" make a strong visual statement against microplastics in fashion

Berlin, May 23, 2025 – Following the launch of the second campaign "Under Our Skin - Microplastics in Fashion," [award-winning](#) non-profit organization [Ocean. Now!](#) is unveiling a new photoshoot series. This initiative features public figures from sustainable fashion, sports, climate activism, Zero Waste, entertainment, and music – including Marie Nasemann, Sophia Hoffmann, Tyron Ricketts, Richard Sammel and Anne Ratte-Polle – calling for change in the ultra-fast fashion industry.

Ocean. Now!'s latest campaign highlights the issue of microplastics in fashion, and urges policymakers and businesses to take effective measures to curb them. Immediate action is particularly critical considering the rising concentration of microplastics in the atmosphere and increased risk to living organisms.¹

Conceptual art and petitions to address decision-makers

The *Under Our Skin* project uses conceptual art to expose five key themes tied to the creation, use and disposal of synthetic polyester fibers: oil extraction, overconsumption, microfibers, fashion waste colonialism, and healing. The first three themes will be produced in Berlin (March-April 2025), while the last two will be created in Ghana (August 2025), a country severely impacted by fashion textile waste imported from Europe. In total, 15 protagonists will take part in the production of "Under Our Skin" in Berlin alone. The art pieces will also feature sound from a selection of artists: Tita Salina (Indonesia), Toni Meyer (Germany), Vibha Galhotra (India) and Kobina Nyarko (Ghana) creating an immersive experience..

¹Various studies prove the harmful effects of accumulated microfibers in living organisms: 1: Microplastics in brain tissues of different age found out that the accumulation of these microplastics has increased by 50% over the past eight years, individuals diagnosed with dementia exhibited up to ten times more plastic in their brain tissues than others: "Bioaccumulation of microplastics in decedent human brains" (2024, nature magazine); 2: human lung cell models show signs of oxidative stress and inflammatory responses when exposed to microfibers: "In vitro Toxicity of Synthetic Microfibers: Assessing the Potential Impacts on Human Lung Cells" (2023, Environmental Science & Technology). 2. Various studies highlight environmental and human health concerns in the field of hormonal balance, digestive health, inflammation and oxidative stress, linked to chronic diseases: "Microfibers as an Emerging Contaminant: Effects on Aquatic Organisms and Implications for Human Health" (2022, Science of the Total Environment)

The results of the photoshoot series – both static and moving images – will be showcased online from May to November 2025, followed by an international exhibition series starting in November 2025.

Urgent appeal for a radical rethink and international regulation in business and politics

The project's objective is to show that the current fast fashion model must be reconsidered. International efforts and regulations are needed to curb textile waste and increase brands' responsibility for the environmental impact of their products. It calls for a transition towards an economy that prioritizes the health of people and the planet before profit, and presses industry leaders to take immediate action.

With its first [petition](#) (a second petition addressing political leaders will follow soon), the ocean NGO addresses German brand *adidas*, calling on them to take innovative and bold steps to curb the microplastics pandemic.

"Our planet is in chaos due to multiple crises – climate, pollution, biodiversity, and even democracy seems to be at risk now. All areas are mutually reinforcing. We need radical rethinking to stem the sixth great mass extinction, restore our connection to nature and move towards a shared common good in our economies. Companies like *adidas* can contribute to this in their own way," says Meike Schützek, founder and CEO of the ocean conservation organization.

Further information on the campaign can be found [here](#), as well as on Ocean. Now!'s [press page](#). The open letter to *adidas* (German) can be viewed [here](#).

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About Ocean. Now!:

Ocean. Now! leverages the power of art to strengthen engagement for SDG 14, "Life below water," across all levels of society. Our goal is to rebuild a thriving marine ecosystem. [More about the mission of Ocean. Now!](#)

Creative concept of the first campaign, "In Your Face" (2019-2023):

In their first campaign - [In Your Face](#) - Ocean. Now! collaborated with Hamburg-based artist Swaantje Güntzel and replicated her artwork *Microplastics II* on "famous faces." The campaign achieved a media reach of over 12 million, and two of her portraits made it into an accompanying discussion assignment in a school textbook (Westermann, *Pathway Advanced*).

Creative concept of the second campaign, "Under Our Skin":

For the second campaign - [Under Our Skin](#) - Ocean. Now! will create a series of portraits with internationally-known protagonists, with the aim of having a greater impact on an international level. Due to the holistic approach of the "Five Topics" in relation to the material polyester (oil extraction, overconsumption, microfibers, fashion colonialism, and healing), the organization will collaborate with different artists who deal with the respective subjects in their work.