

## THE WORLD'S FIRST SUSTAINABLE SEA CATWALK

January 28, 2022

JESSICA MINH ANH TO TRANSFORM LNG-POWERED COSTA TOSCANA INTO A SKY-HIGH RUNWAY IN PORTOFINO  
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Genoa, January 28, 2022 - On 28 February 2022, producer behind the world's most innovative Fashion x Sustainability projects, [Jessica Minh Anh](#), will transform the new LNG-powered cruise ship, **Costa Toscana**, into a sky-high sea catwalk. Against the cinematic backdrop of the Italian Riviera, J Spring Fashion Show 2022 will deliver a message of sustainability and style, while marking a historic milestone in both the fashion world and the cruise industry.

The high-profile event will welcome the global media and exclusive VIPs on board Costa Toscana, a new age "smart city at sea", before its inaugural cruise in Portofino, Italy. Participating brands, which will be unveiled in mid-February 2022, will premiere a combination of haute couture and ready-to-wear collections from five continents. Jessica's previous catwalks included Paul Costelloe, Montblanc, Yumi Katsura, Ziad Nakad, Shiatzy Chen, and Tony Ward. The red-carpet experience will feature the best in Italian art, architecture, culture, luxury and delicacies alongside the impressive catwalk.

On her selection of Costa Toscana for the catwalk venue, **Jessica Minh Anh** said " *This particular moment in history provides an opportunity for a sustainable "restart" of our society. Costa Toscana aligns perfectly with my mission of highlighting sustainability in a visually attractive way. It runs by Liquefied Natural Gas, one of the most advanced technologies to reduce emissions right now. It represents a breakthrough in the travel industry. I am honored to celebrate the resurgence of business and style on such a unique ship.*"



J Spring Fashion Show 2022 is Jessica Minh Anh's come-back catwalk after the phenomenal success of "Runway on the Runway" at JFK international airport before the pandemic, where the supermodel turned entrepreneur promoted the globally sustainable supply chain. This show will combine three of Jessica's famous catwalk series, namely Fashion x Sustainability, Catwalk-On-Water, and Sky-High, into one mind-blowing extravaganza. Previous editions took place atop the Eiffel Tower, London's Tower Bridge, Grand Canyon Skywalk, Hoover Dam, Gemasolar Power Plant, and international cruise ships in Dubai, New York, Sydney, and Hong Kong.



*"Jessica Minh Anh is a pioneer in marrying fashion with sustainability, just like Costa Cruises in offering the most advanced sustainable ships", said **Mario Zanetti**, President of Costa Cruises. "Costa has been the first in the world to operate LNG-powered ships, and focuses on value-driven, sustainable and inclusive tourism. As the travel industry is gradually recovering, it is very exciting for us to welcome Jessica on board, and have her launch such an important message in a creative way on our new flagship, Costa Toscana. We are also proud that this collaboration will happen in Italy and specifically the Ligurian Riviera!"*

The official site visit took place last weekend on Costa Toscana in Civitavecchia, where Jessica Minh Anh met with the president of Costa Cruises to discuss the floor plan, schedule, setup, and exclusive treatments for the media and guests. The official campaign video captured the iconic moment as Jessica Minh Anh ran atop the sky-high catwalk in a bright pink dress against the picturesque backdrop of the giant ship, deep blue sea and skyline. One can only expect yet another mind-blowing production from a girl who revolutionized global runways. For more information, please visit [JMA Website](#).

## NOTES TO EDITOR

You are welcome to [Watch the Pre-Show Campaign Video](#) and [Download Official Site Visit Photos](#) for your usage.

Creative Team for Campaign Shoot

Model: Jessica Minh Anh | Hair: Massimo Morello from ONHAIR Agency and KEVIN.MURPHY | Makeup: Michela Mele

Venues for Campaign Shoot

Ship: Costa Toscana | Hotel: Chapter Roma Italy

## MEDIA COVERAGE

Please let me know if you would like to

- Conduct an exclusive interview with Jessica Minh Anh or Costa Cruises prior to the show.
- Send a local correspondent to the show to cover it on 28 February 2022. We will provide the media with:
  - Return transportation from Milan to Savona before the ship cruises to Portofino exclusively for the show on 27 / 28 February 2022.
  - Dinner and a night on board Costa Toscana on 27 February 2022 upon request.
  - Red carpet entrance, front row seat, the grand catwalk, arranged media interviews with drinks and canapes on board on 28 February 2022 when the ship is at anchor in Portofino.
- Receive official photos and videos right after the show to cover it remotely.
- Livestream the show on your social media platforms.

#### **ABOUT JESSICA MINH ANH** [\[Visit Website\]](#)

Supermodel and entrepreneur Jessica Minh Anh is the producer behind some of the world's most innovative Fashion x Sustainability projects. She has revolutionized runways with extraordinary visual concepts and powerful messages.

Representing a new wave of creative entrepreneurs, Jessica embedded a positive image of resilience and strength into the new symbol of America, One World Trade Center. She hosted the tower's first ever event six months before its opening, and highlighted a message of culture integration. Jessica's other history-making catwalks include sky-high phenomena on the Eiffel Tower, London's Tower Bridge, Grand Canyon Skywalk, and Petronas Twin Towers' Skybridge, as well as her iconic "Catwalk-On-Water" series in Sydney, Dubai, Paris, New York, and Hong Kong.

A sustainability advocate, Jessica famously transformed renewable energy sites including the Hoover Dam and Gemasolar power plant into the world's newest runways. Her 2020 "Runway on the Runway" successfully promoted the globally sustainable supply chain at JFK airport in New York. Her Fashion x Sustainability series highlights bioGreen technology, upcycling, and other green logistics solutions across the 5 continents.

Jessica Minh Anh appeared alongside Mayor of Paris, Canadian Minister, Japanese astronaut, Australian Olympic champion among other influential figures in the 5-year anniversary campaign of Paris Agreement on Climate Change. A TEDx keynote speaker and a leader of a highly engaged young generation, Jessica's passion cuts to the heart of the global challenge, making sustainable living a lifestyle choice.

#### **ABOUT COSTA TOSCANA** [\[Visit Website\]](#)

Costa Toscana is the new flagship of Costa Cruises, departing on her first cruise on March 5, 2022, from Savona, with a week-long itinerary in the Western Mediterranean. She has been designed to be a real travelling "smart city", where sustainable solutions and circular economy concepts are applied to reduce environmental impact. Thanks to the use of liquefied natural gas - the most advanced technology for emissions reduction currently available in the maritime sector introduced by Costa as the first company in the world on 4 of its new ships - it will be possible to almost eliminate the emission of sulfur oxides (zero emissions) and particulate matter (95-100% reduction) into the atmosphere, while also significantly lowering nitrogen oxide (direct reduction of 85%) and CO2 (up to 20%) emissions.

The entire daily supply of the ship will be met by transforming sea water using desalinators. Energy consumption will be minimized thanks to an intelligent energy efficiency system. In addition, 100% separate waste collection and recycling of materials such as plastic, paper, glass and aluminum will be carried out on board, which will be part of an integrated approach aimed at implementing circular economy projects. Furthermore, with its ships, Costa aims to promote a model of tourism increasingly inclusive, sustainable and close to the needs of local communities, in line with the principles of its "Manifesto for value-driven, sustainable and inclusive tourism".

Costa Toscana is a tribute to Tuscany, it is the result of an extraordinary creative project, curated by Adam D. Tihany, to enhance and bring to life in a single location the best of this wonderful Italian region, which gives its name to the ship, its decks, and main public areas. In order to create an authentically "Made in Italy" design experience, Costa Toscana's furniture, lighting, fabrics and accessories have been chosen in collaboration with prestigious Italian companies, such as Molteni&C, Roda, Flos, Dedar, Rubelli, Kartell, Poltrona Frau and Alessi.

The gastronomic offer onboard is truly incredible, with no less than 21 restaurants and areas dedicated to gastronomy. The new Archipelago restaurant gives guests a unique culinary experience, with menus created by three of the world's finest chefs: Bruno Barbieri, Hélène Darroze and Ángel León. The driftwood used as decorative elements of the restaurant design has been collected thanks to the "Guardians of the Coast", the environmental education program for the protection of the Italian coastline promoted by the Costa Crociere Foundation. For every dinner served at Archipelago, Costa Cruises will donate part of the proceeds to the Costa Cruises Foundation to support environmental and social projects.

For further information:

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