

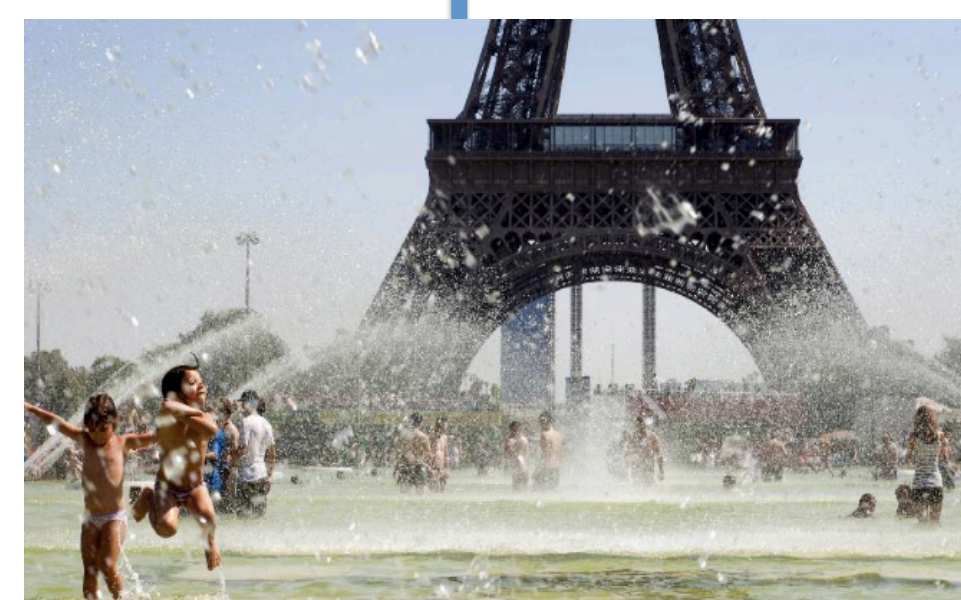
# Dressing for the Anthropocene\*: A Future History

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**2005:** Japan raises indoor temps to 28°C, bans ties in summer. PM Koizumi and business leaders set example of ‘Cool Biz’ style.

**2018:** IEA forecasts 3x more AC use and related GHGs by 2050



**2022:** Northern European nations average 30 days at >35°C. AC ownership doubles in France, Germany, and UK, far exceeding IEA forecasts.



**2023:** Greta Thunberg accepts Nobel Peace Prize wearing a T shirt. Davos World Economic Forum has no snow.

**2029:** China, world’s leading denim producer, abandons cotton in favor of ‘meta cooling’ jeans. ‘Thermo-adaptive’ textiles in many colors appear at Milan Textile Fair.



**2031:** King Charles III redesigns guard uniforms in cooling textiles; appears at formal functions in shorts & sandals. The ‘King Charles Suit’ spreads worldwide.



**2035:** ‘Los 3 Reyes’ of Mexican cinema agree to stop showing characters in suits. Iñárritu accepts his 10<sup>th</sup> ‘Best Picture’ Oscar in a plain black T shirt.



**2045:** E.U. implements Energy Performance labeling for clothing; bans suits and ties between May and October

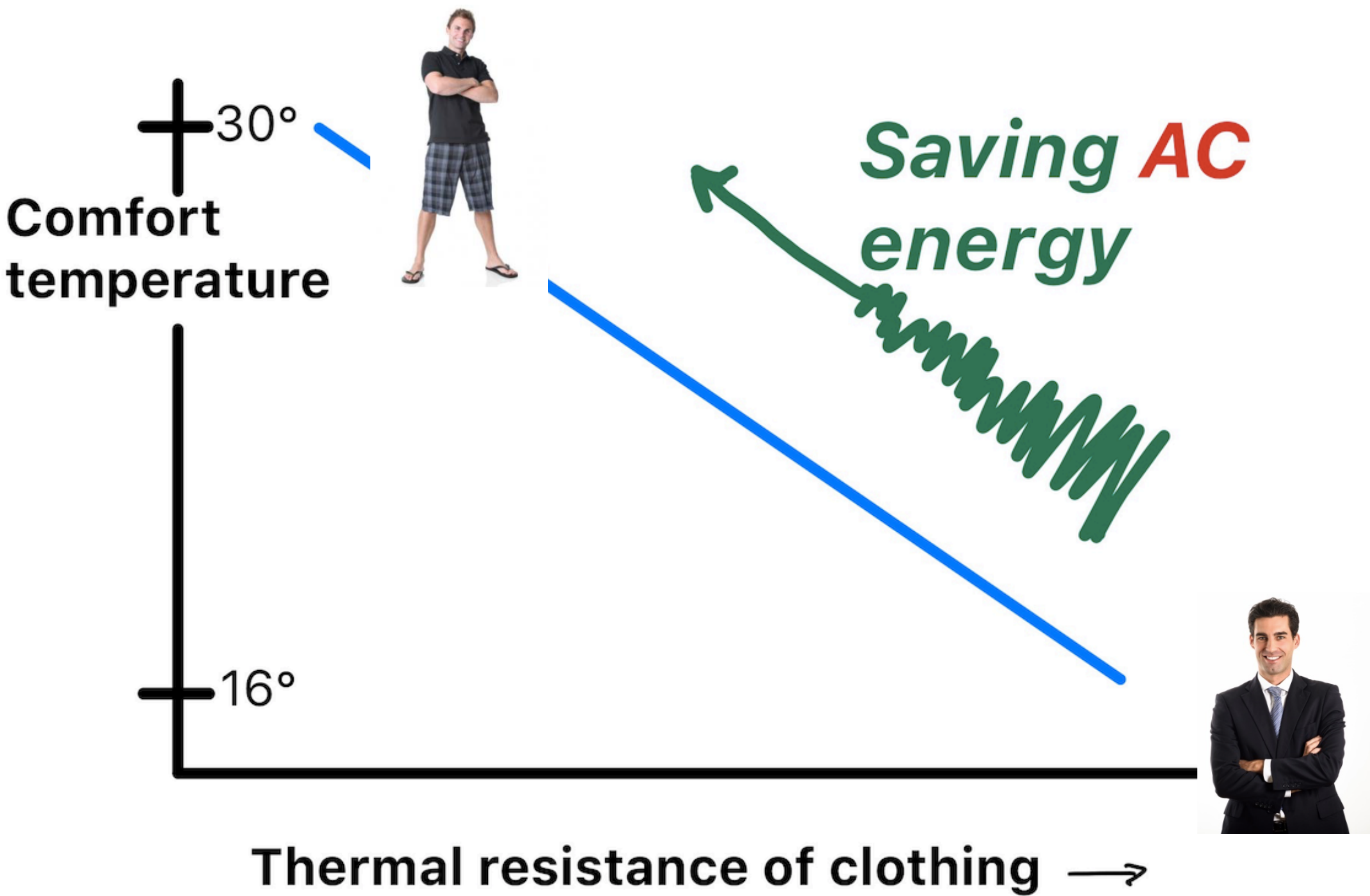


**2040:** Saudi Arabia and UAE sign contracts with Uniqlo to produce uniforms for female public servants in self-cooling textiles. Rest of Muslim world follows, reducing AC use by 30%.

**2050:** IEA survey finds worldwide AC use has only doubled since 2018, far below projections; with increased AC efficiency, AC-related GHGs have not risen.

Dilemma: The climate is warming due to GHG emissions, but using more AC emits more GHGs. How to break out of this vicious cycle?

Cooler clothing means that higher room temperatures can still be comfortable. Every 1°C rise in AC reduces a building’s cooling energy use by 10%:



Here is how we can encourage the world to dress for a warmer but less air-conditioned future

\***Anthropocene:** the present geological age, in which human activity is the main influence on climate and the environment.