

PORTER

MARIO SORRENTI SHOOTS SUPERMODEL ANJA RUBIK FOR PORTER'S OCEAN-THEMED SUMMER ESCAPE ISSUE, HIGHLIGHTING THE URGENT CRISIS FACING OUR BLUE PLANET



PORTER MAGAZINE ON SALE GLOBALLY FROM FRIDAY JUNE 1

For its Summer Escape issue, **PORTER** is proud to partner with *Parley for the Oceans* – a global collaboration network pioneering a new approach to environmentalism – and to collaborate with creative heavyweights, acclaimed photographer Mario Sorrenti, and eco-warrior and cover star Anja Rubik.

For a second year, the title dedicates an entire issue to championing Content + Commerce + Cause and asks its readers to protect our beautiful oceans, the world's most fragile eco-system, by making a plastic sacrifice. In response to that PORTER is proud to have taken the Parley AIR pledge, committing to an ongoing process of reducing and recycling all plastic in its workplace and practices. The Summer Escape subscriber issues (out June 1) will be delivered in paper envelopes and the title has made a commitment to be plastic-free across its global subscriptions by 2019.

Within the issue, PORTER takes a deep dive into the destructive reality facing our planet. *"Did you know every second breath we take comes from the oceans?"* says Rubik, Parley ambassador and PORTER's guest editor. The 63-page ocean portfolio is styled by Camille Bidault-Waddington and shot in its entirety by Sorrenti, on Parley's island in the Maldives. The photographs illustrate the stark reality and vast impact of plastic pollution; while the accompanying essay asks how we can all become more responsible, rethink our standards and embrace eco-innovation. *"The fashion community can drive the movement – we can create trends,"* Rubik tells PORTER.

This theme flows through the issue, with Parley for the Oceans founder Cyrill Gutsch interviewing the legendary oceanographer Sylvia Earle about her lifelong love of the oceans and how we can ensure a better future for our blue planet. *"No ocean, no life. No blue, no green. It governs climate, governs planetary chemistry. It's where most of life on earth actually exists,"* says Earle.

PORTER's editor-in-chief Lucy Yeomans says: *"Content + Commerce + Cause collides three worlds to impact change. This issue is dedicated to our beautiful seas and protecting our oceans. From the moment Parley first presented to our editorial team, each of us has been inspired to make changes to our own lives and PORTER is proud to make a commitment to an ongoing process of reducing and recycling plastic in our workplace and practices. Using our editorial platform to highlight this cause and engage the powerful medium of fashion is a milestone in protecting our oceans."*

Anja Rubik Interview Highlights:

Anja Rubik on partnering with PORTER: *"What we are trying to do by working with PORTER is to highlight the beauty and fragility of our oceans, and to invite the fashion industry, especially luxury brands, to collaborate. We have passed the point of raising awareness and symbolic actions; now it's time for solutions that can be scaled quickly."*

Anja Rubik on using the power of fashion to support a cause: *"The fashion community can drive the movement – we can create trends."*

Anja Rubik on Parley founder Cyril Gutsch: *"I love his passion, exploring and protecting the oceans are his life's motivation and he works on it 24/7. I also love his optimism: that it's not over yet, that we can affect change."*

Sylvia Earle Interview Highlights:

Sylvia Earle on our blue planet: *"No ocean, no life. No blue, no green. It governs climate, governs planetary chemistry. It's where most of life on earth actually exists. It certainly is where most of the water is – 97 percent of earth's water is there. We must respect it and not just regard it as a source for commodities, whether that's fish or minerals, oil or gas. We can take from the ocean, but we must be careful about how much, and what methods we use, because we are undermining the integrity of the systems that are vital to our survival."*

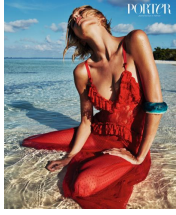
Sylvia Earle on engaging the next generation to protect our oceans: *"Children are beginning to understand what even their parents sometimes don't seem to grasp. We can't just use plastics once and throw them away. Kids somehow get that. Kids are not natural killers, they're not naturally afraid of insects. They're not naturally afraid of frogs, or birds, or sharks, or fish. They're innocent. They will learn from our behavior."*

Sylvia Earle on the future of our oceans: *"Before we destroy something we don't even know, we should study it and make sure we are not harming what is needed to keep this fragile ecosystem up and running. And we now have a chance to do that as never before. To make it a mandate, first we should go. We should look, we should evaluate. We shouldn't just destroy the ocean, thinking that what we take is more valuable than leaving it intact."*

Photo captions:



Anja Rubik wears dress by YSL photographed by Mario Sorrenti for PORTER.



Anja Rubik wears dress by Christopher Kane and cuffs by Dinosaur Design photographed by Mario Sorrenti for PORTER.



Anja Rubik wears earrings by Fyodor Golan photographed by Mario Sorrenti for PORTER.



Anja Rubik wears shirt by Vivienne Westwood photographed by Mario Sorrenti for PORTER.

To see the full cover story and interviews, buy the latest issue of PORTER, on sale June 1, available in both print and digital editions, or go to:

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ABOUT PORTER

PORTER, which launched in February 2014, is the only women's fashion magazine to offer a truly global perspective. Edited – and launched – by high-profile British editor Lucy Yeomans, the game-changing luxury fashion magazine, which combines the intimacy of print with a state-of-the-art digital shopping experience, is sold in 60 countries and is published by The YOOX NET-A-PORTER Group. PORTER celebrates and is aimed at stylish, intelligent women and offers readers a unique global curation of fashion, lifestyle and beauty. Cover stars have included some of the most iconic women in the world from supermodels Gisele Bündchen and Christy Turlington, to music phenomenon Lady Gaga and Oscar-winning actress Cate Blanchett. In May 2015, PORTER was named best print product at the British Media Awards. In 2018 PORTER launched PORTER Digital delivering daily original content, every day. www.PORTER.com