

PRINT

Porter magazine challenges “status quo” in influential women’s tribute

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Image courtesy of Porter magazine

By JEN KING

Porter, the print magazine of online retailer Net-A-Porter, is empowering its female audience with an editorial feature honoring 100 Incredible Women.

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The listorial feature, which will be included in Porter's Winter Escape issue as a supplement, is in partnership with beauty brand Elizabeth Arden. As brands that both cater to different aspects of a women's lifestyle, partnering for an integrated editorial project will underscore the codes of Porter and Elizabeth Arden.

"[The women who read Porter and shop Elizabeth Arden] are modern and successful women who share a can do' attitude and want to make their mark in the world," said Tess Macleod-Smith, vice president of publishing and media for **Net-A-Porter Group**, London. "They also care about the way women are changing the status quo and influencing the world through their actions, achievements, innovations and inspiration.

"Championing women is at the heart of Porter and through this collaboration we are reinforcing the shared DNA of both brands about women, by women and for women," she said.

Strength in numbers

Since its launch in February 2014, Porter has become the world's most-talked about fashion publication due to its shoppable approach and content that keeps its female audience at its center ([see story](#)). Porter, which publishes bi-monthly, aims to "inspire and celebrate women around the world," making the 100 Incredible Women feature a natural fit.

Placed within the Winter Escape issue of Porter, on sale Dec. 4, the 100 Incredible Women supplement totals 33 pages and offers a fresh angle on a traditional listorial feature. For its list, Porter diverges from the norm celebrating women who have "changed the status quo and influenced the world through their actions, achievements, innovations and inspirations" in the past year.

Rather than highlight women and how "powerful" they are, for its list, Porter looks to champion women who are inspirational to its readership and who, in some cases, may be relatable. The list draws women from around the world, and all walks of life to support its grounded approach to 100 Incredible Women.

While Porter is remaining tightlipped on the 100 women it has included until Nov. 30, 100 Incredible Women is said to include politicians, celebrities, CEOs, writers, performers, actresses, philanthropists, protesters, musicians and

designers.



Porter magazine spread, winter 2015, as seen on the publication's Facebook

Before the print issue hits newsstands Dec. 4, Porter and Elizabeth Arden will celebrate the featured women at a dinner reception held in New York on Dec. 2.

The partnership forged between Porter and Elizabeth Arden aligns and reinforces their shared codes of "about women, by women and for women." Elizabeth Arden's sponsorship role will be prominently featured through branding in the editorial supplement and the dinner reception as well as a glossy gatefold advertisement in the Winter Escape issue.

"Porter shares our brand mission to celebrate and empower modern, active women on a global scale," said Jue Wong, president of Elizabeth Arden in a statement. "Ms. Elizabeth Arden famously encouraged women to go out and make their mark' and we are proud to join Porter in honoring these 100 women who have made their mark this year."

Scouting inspiration

There have been a number of efforts that celebrate the achievements of women put forth by luxury brands and publications. As primary shoppers lending support to influential women serves as a reflection of a brand's intended consumer.

For instance, French jeweler Cartier teamed up with Refinery29 to showcase women working to fulfill their dreams in a dedicated feature on the digital media brand's Web site.

Refinery29 and Cartier worked together to profile five women who have followed their dreams in a variety of different careers for its Dream Catchers feature. Wearing Cartier's Amulette Collection, the women discussed where their lives have led them and how they have believed in themselves throughout the entire process ([see story](#)).

Similarly, De Beers, the "jeweler of light," illuminated women's causes through a portrait series, now in its second edition, that highlights the talents and achievements of women across various industries.

Photographed by Mary McCartney, "Moments in Light" works to capture the "brilliance" of these women just as De Beers aims to "honor the light" of a diamond. By showing empowered, successful women in the Moments in Light initiative, De Beers is underlining traits sought in potential consumers ([see story](#)).

Porter is displaying print's role in high-end publishing by using the medium as the primary vehicle for its partnership with Elizabeth Arden.

Print is a powerful medium and our research shows that 88 percent of Net-A-Porter customers cite print as their preferred media for fashion content," Ms. Macleod-Smith said. "Porter is renowned for its originality, beautiful curation, global point of view and the instant gratification of being able to shop from the page.

"Readers of the Winter Escape issue, on sale **December 4**, will not only be able to keep Porter's 33-page beautifully written and illustrated 100 Incredible Women editorial supplement as a collector's item, but also purchase Elizabeth

Arden beauty product directly from the sponsored glossy gatefold using the Net-A-Porter shopping app," she said. "Of course this partnership also translates beautifully from print into digital and Elizabeth Arden's branding will also be prominent across Porter's game-changing and award-winning digital edition.

Through the digital edition, users will be able to read the Winter Escape issue and 100 Incredible Women supplement on their iPad at their leisure as well as click through the gatefold to purchase Elizabeth Arden beauty products directly from [NET-A-PORTER.com](https://www.net-a-porter.com).

Final Take

Jen King, lead reporter on Luxury Daily, New York

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