

MEDIA/PUBLISHING

Porter supports conservation in ocean-themed summer issue

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Plastic pollution of the oceans is the core issue examined in Porter's Summer Escape. Image credit: Porter

By DANNY PARISI

Online retailer Net-A-Porter's magazine Porter is dedicating its summer issue to raising awareness about issues related to the preservation of the world's oceans.

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Porter has recruited acclaimed photographer Mario Sorrenti along with cover model Anja Rubik to help helm the publication's Summer Escape issue, which will draw particular focus to the plastic crisis facing the world's oceans. The combination of fashion advertising, editorial content and activism towards a sustainable theme is at the core of Porter's latest edition.

"Content + Commerce + Cause collides three worlds to impact change," said Lucy Yeomans, editor-in-chief of **Porter**. "This issue is dedicated to our beautiful seas and protecting our oceans."

Summer Escape

The preservation of the oceans is one of the most important ecological issues of modern time.

At a recent United Nations environmental summit in Nairobi, discussions focused mainly on the threat of plastic pollution. Tons of plastic waste are regularly dumped into the ocean, suffocating life and damaging important marine flora and fauna.

Porter is hoping to draw attention to this crisis with the release of its Summer Escape issue, which will be heavily ocean-themed.



Breitling is another brand working towards ocean conservation. Image credit: Breitling

The issue will combine a 63-page spread of photographs of high-fashion in ocean environments with more sobering photographs of the devastation that plastic pollution has caused.

Accompanying the photos are essays about the crisis of plastic pollution, how it will affect the planet in the future and what can be done to alleviate the damage.

A highlight from the issue will be a Q&A with oceanographer Sylvia Earle about the damage of plastic pollution and the importance of the oceans to life on this planet.

Porter will continue to support the campaign for the next two months, with campaigns across the brand's various social media channels expressing support for the cause and informing viewers on how they can contribute.

Plastic pollution

The ocean has always held a romantic interest for luxury brands, conjuring images of luxurious days spent by the sea or adventures on a yacht.

So it is no surprise that ocean conservation is one of the more popular environmental causes for brands to support. For example, French linen maker Yves Delorme is hoping to make a difference in ocean conservation with a special collection.



The full cover of the Summer Escape issue. Image credit: Porter

Inspired by the water, Yves Delorme's Ocean collection will donate 10 percent of its proceeds to the protection of the ocean during the entire month of April. In partnership with the nonprofit organization the TerraMar Project, the linen brand hopes to provide marine education resources to consumers and inspire others to get involved ([see story](#)).

Similarly, Swiss watchmaker Breitling is aiding Ocean Conservancy's efforts to make beaches and oceans healthier, taking on an active role in the fight against pollution.

As part of its new partnership with the non-governmental organization, Breitling will organize beach cleanups, using these initiatives as a platform to educate children on the importance of preventing trash from reaching the water. While much of Breitling's story is tied to aviation, the brand also has a commitment to the sea, having produced a number of diving timepieces throughout its history ([see story](#)).

These campaigns show how luxury brands can use their considerable clout to inspire change and raise awareness for some of the most important causes of our time.

"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," Ms. Yeomans said. "Using our editorial platform to highlight this cause and engage the powerful medium of fashion is a milestone in protecting our oceans."

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