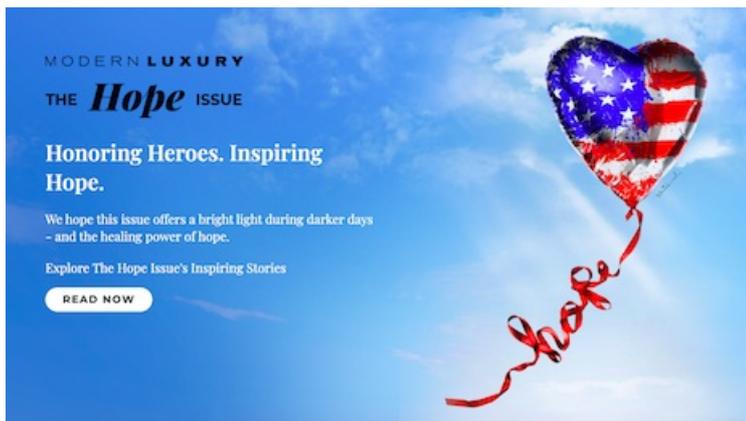


MEDIA/PUBLISHING

Modern Luxury releases The Hope Issue, with 100pc of magazine's profits going to Feeding America food banks

May 20, 2020



Readers can access the digital version of Modern Luxury's Hope Issue in tribute to those at the forefront of the COVID-19 battle. Image credit: Modern Luxury

By LUXURY DAILY NEWS SERVICE

Modern Luxury, one of the leading U.S. publishers with a portfolio of regional magazines, has dropped The Hope Issue as a special tribute to the national and local heroes who are at the forefront of fighting the COVID-19 coronavirus crisis.

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Running 140 pages, the May/June double issue was put together remotely across 20 U.S. locations and boasts inspiring stories and support from several luxury advertisers. It also features profiles of, and interviews with, well-known Americans such as Bill Gates, Mark Cuban, Jack Dorsey, Sarah Arison, Ralph Lauren, Dr. Anthony Fauci, New York governor Andrew Cuomo, California governor Gavin Newsom, Jen Hedinger, John Krasinski, Tyler Perry and Scott Wapner.

"Pulling together this issue was deeply emotional for our team," said Phebe Wahl, senior vice president of editorial at Modern Luxury, New York, in a statement.

"From small-business owners making a big impact to industry icons leading the philanthropic charge, we were both awestruck and honored to profile the moving stories of heroes all across America," she said.

Food for thought

Coinciding with Modern Luxury's Hamptons Magazine Memorial Day issue, *The Hope Issue* will be available May 20 to subscribers and online at [HopeIssue.com](https://hopeissue.com).

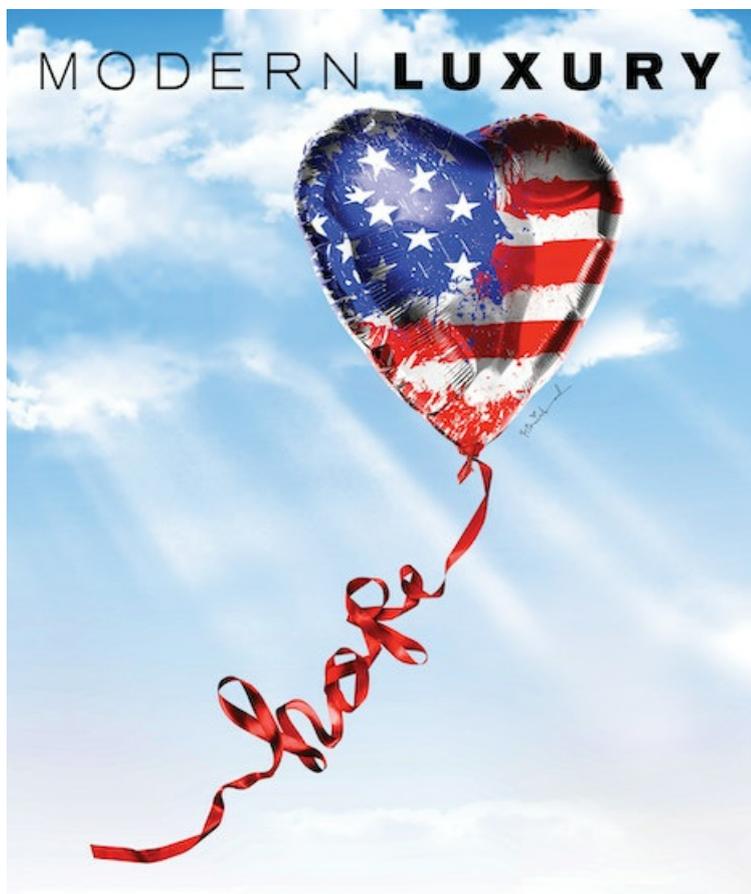
Modern Luxury has pledged to donate 100 percent of profits from *The Hope Issue* to the Feeding America COVID-19 Response Fund. The company will also offer \$1 million in media support across its print and digital channels.

Feeding America has been supporting its network of 200 food banks across the nation as they provide food and other supplies to millions of neighbors struggling in the wake of the COVID-19 pandemic.

"The role of hunger in the current global pandemic is often misunderstood," said Catherine Davis, chief marketing officer of Feeding America, in a statement.

"This is why it is imperative that we partner with brands with like-minded values who can encourage engagement across their communities as this crisis continues to evolve," she said.

"We are thrilled to be partnering with Modern Luxury Media on *The Hope Issue*, and even more importantly are grateful for their commitment to serving the people and children who need it most."



Cover of *Modern Luxury's* May/June double edition called *The Hope Issue*. Los Angeles-based street artist Thierry Guetta, also known as Mr. Brainwash, created the cover. Image credit: Modern Luxury

Modern Luxury tasked Los Angeles-based street artist Thierry Guetta, also known as Mr. Brainwash, to create a bespoke art piece for *The Hope Issue*.

The cover, titled "Hold On To Hope," was created in line with Mr. Guetta's subversive style that fuses pop imagery with cultural iconography and showcases a balloon that signifies love and hope for the world, according to the publisher.

"I wanted to do a balloon representing America all together. It's love; it's the heart, the whole [country] together, and we're not going to give up," Mr. Guetta said in a statement.

"We are going to make it happen and we are going to fight for it," he said. "We are going to win because we have hope."

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