

pacific standard

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FOR IMMEDIATE RELEASE:

Pacific Standard, a lifestyle and culture magazine focused on the Northwest region of the United States, launches



Pacific Standard is 220 pages and available with two covers, in editions of 500 each.

Gold foil-stamped cover:
Abby Brothers in Gucci and vintage Eddie Bauer, photographed by Michael Donovan in North Cascades National Park.

Silver foil-stamped cover:
Alexis Schuster in 3.1 Phillip Lim and vintage Nordstrom, photographed by Charlie Schuck in Olympic National Park.

More information and orders:
pacificstandardmagazine.com

Pacific Standard is a lifestyle and culture magazine inspired by the past, present, and future of the Northwest. Through features on fashion, photography, art, architecture, music, film, food, nature, history, and literature that reflect and promote the unique aesthetics of the region, the magazine aspires to document the Northwest's growth and evolution as a creative and cultural center, and to explore its influence as a source of inspiration for tastemakers within the region and beyond.

The first issue of Pacific Standard offers a selection of the best and brightest of the Northwest. Featured work includes that of architect **Tom Kundig**, photographer **Eirik Johnson**; and artists **Ashley Helvey**, **Victoria Haven**, **Matt Lifson**, **Izzie Klingels**, **Lily Raskind**, **Spencer Moody**, and **Jay Clark**; previously unpublished Polaroid stills from the classic documentary **Streetwise** by **Mary Ellen Mark** and **Martin Bell**; a short story, "Seattle Burlesque," by **Jack Kerouac**; and conversations with Northwest musicians including Palaceer Lazaro of **Shabazz Palaces**, **Tiny Vipers**, **Phil Elverum**, Morgan Henderson of **Fleet Foxes**, and Emily Denton of **Stickers**. Also included are fashion editorials shot against the breathtaking scenery of the region and showcasing key Northwest heritage brands; features on Northwest oysters and Washington wine; a Northwest design pictorial; and an exclusive Pacific Standard theme song by Seattle trio **Flexions**, pressed onto a clear vinyl flexi-disc and bound into the magazine. Throughout the publication, the region's people, places and ideas are captured by established and up-and-coming photographers working in and hailing from the Northwest. For the first issue this list includes **Kyle Johnson**, **Charlie Schuck**, **Robin Stein**, **Michael Donovan**, and **Julie Cheek**.

Pacific Standard Magazine was founded by Strath Shepard and Emily Smith, who serve as the publication's creative and editorial directors. Shepard and Smith, Northwest natives who spent close to a decade living and working in New York City before returning to Seattle in late 2008, saw an opening for a luxury print publication devoted to shining a spotlight on the people who are responsible for pushing the region's creative boundaries, as well as highlighting the raw material that serves as both inspirational and physical foundation for the Northwest's distinct cultural viewpoint. The magazine is published annually and will be distributed to brick-and-mortar and online media and other outlets nationwide and internationally. The first issue is currently available for purchase online through the magazine's website, and in person at select newsstands and boutiques in Seattle and Portland, Oregon.

For additional information and images, or to order directly, please visit www.pacificstandardmagazine.com.