

VANITY FAIR

June 2010

Hall of Fame



BECAUSE coral reefs are the “rain forests of the sea” and provide lifesaving medicinal compounds and nursery grounds for many of the fish we eat, and are an essential part of the economy in many parts of the world. BECAUSE deep-sea red and pink corals, which belong to the genus *Corallium*, have been extracted for hundreds of years for use in jewelry and home décor to the point of unsustainability. BECAUSE leaders in the jewelry industry, ocean conservationists, and scientists have banded together to campaign for coral’s long-term survival. BECAUSE designer Temple St. Clair puts her passion for the ocean into her jewelry and never uses coral. BECAUSE Tiffany & Co. chairman and C.E.O. Michael Kowalski put the power of the market to work by committing to a “no coral sales” policy starting in 2002. BECAUSE environmental

Marine biologist Andrew Baker, Tiffany C.E.O. Michael Kowalski, documentarian Céline Cousteau, and jewelry designer Temple St. Clair.

COUSTEAU WEARS A BIKINI BY LISA MARIE FERNANDEZ. ST. CLAIR WEARS A DRESS BY DONNA KARAN NEW YORK; SHOES BY OSCAR DE LA RENTA; JEWELRY OF HER OWN DESIGN.

VANITY FAIR NOMINATES SEAWEB

mental advocate and filmmaker Céline Cousteau lends the power of her voice to the cause of conserving these precious animals. BECAUSE University of Miami professor Dr. Andrew Baker researches innovative ways to help corals survive in the face of climate change and the growing human footprint on marine eco-systems. BECAUSE corals are literally “Too Precious to Wear”—the campaign theme adopted by the ocean-conservation group SeaWeb, which is coordinating an effort to reduce the trade in corals. BECAUSE we have only one ocean, and our survival depends on sustaining the intricate web of life within it.

—TED DANSON