

JEWELRY

Tiffany rallies support during NYFW to end elephant poaching

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Doutzen Kroes is the ECF's global ambassador. Image credit: Tiffany, photo by Reed Krakoff

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is turning to its fashionable friends during New York Fashion Week to lend its support to the Elephant Crisis Fund (ECF).

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Tiffany has teamed with model Doutzen Kroes, who serves as the global ambassador for ECF, for the second #KnotOnMyPlanet campaign ([see story](#)). The campaign objective is to raise support and awareness for the work of the ECF, whose mission is to stop elephant poaching and end the global demand of ivory.

An effort for elephants

The jeweler's #KnotOnMyPlanet social media campaign is driven by the fashion industry.

Fashion influencers such as Candice Swanepoel, Miranda Kerr, Natalia Vodianova, Rosie Huntington-Whiteley, Lily Donaldson, Jordan Barrett, Irina Shayk, Emily Ratajkowski, Lily Aldridge, Behati Prinsloo and Imaan Hammam, among others are featured in Tiffany's social campaign.



Model Imaan Hammam sat for a portrait taken by Tiffany's Reed Krakoff. Image credit: Tiffany

Tiffany's fall campaign ambassadors, Janelle Monae, Zoe Kravitz, St. Vincent, Elle Fanning and David Hallberg ([see story](#)), are also involved with the effort.

During the hectic New York Fashion Week schedule, the aforementioned ambassadors sat for portraits taken by Tiffany's chief artistic officer Reed Krakoff. In the black-and-white images, the ambassadors wear pieces from the new Tiffany Save the Wild jewelry collection.

The charitable collection, launched in-store and on Tiffany.com this month, begins at \$150, with 100 percent of profits being donated to the ECF. Tiffany will make a minimum donation to the ECF of \$1 million by January 31, 2019.

With up to 30,000 elephants killed each year due to ivory demand, the social awareness campaign includes "Did you know" facts about elephants and the #KnotOnMyPlanet pledge.

Tiffany & Co. #KnotOnMyPlanet: Elle Fanning

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