

JEWELRY

Tiffany blends technology, nature in effort to save elephants

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Tiffany & Co hopes to save the elephants in partnership with Conservation International. Image credit: Ami Vitale.

By BRIELLE JAEKEL

U.S. jeweler Tiffany & Co. is persisting its support of wildlife conservation by bringing Western consumers into a world they would not normally see.

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The jewelry brand has sponsored a new film from Conservation International that takes viewers into Africa and its wildlife, along with the individuals who care for the animals. Narrated by actress Lupito Nyong'o, the film uses 360-degree effects, mixing technology with nature.

"Tiffany is proud to continue our support of Conservation International and further our wildlife conservation efforts with the release of My Africa," said Anisa Kamadoli Costa, chairman and president of The **Tiffany & Co. Foundation**. "We believe people need to experience what is at risk of being lost in order to understand what needs to be protected.

"By transporting viewers to the majestic wildlife and natural landscapes of Kenya, we hope to inspire audiences to become more passionate advocates for conservation."

Technology and nature

Tiffany & Co.'s eponymous foundation has consistently worked with Conservation International to help preserve parts of the world that need help.

"My Africa" aims to show Western consumers how dire the situation is and how much damage has been done to precious landscapes around the world.

The film, which takes place in Kenya and the wild savanna of East Africa, will premiere at the Tribeca Film Festival from April 18 to 29.

Conservation International has released a trailer for the virtual reality film, which will allow viewers to look around the environment in the savanna instead of chaining them to one view.

Animals such as elephants, lions, wildebeests and other wildlife are featured roaming free in East Africa. Locals

and wildlife conservationists are shown helping to save, rescue and raise young elephants, whose numbers are scarily dwindling.

Bottle feeding, helicopter rides and transports are just a few of the undertakings these rescuers take viewers along on.

Trailer for "My Africa"

"My Africa" specifically follows a Samburu woman named Naltwasha Leriye through her daily life and interactions with wildlife. The baby elephant that viewers can see in the trailer is one she helped rescue who was orphaned due to poachers.

Scenes in the wild were captured in the Retei Elephant Sanctuary in Northern Kenya.

Proud to bring the wild savanna of East Africa to people everywhere, thanks to the support of The Tiffany & Co. Fnd (@TiffanyAndCo). #MyAfrica will premiere in VR at @Tribeca Film Festival this April. Watch the trailer >> <https://t.co/CdbE0wiewK> #Tribeca2018

Conservation Intl (@ConservationOrg) **March 9, 2018**

The film will be available for all Internet users to view on April 30, following its premiere at the festival.

Conservation and campaigning

Tiffany has been dedicated to helping the conservation of wildlife in Africa and saving its threatened elephants. The brand previously rolled out the first part of its social media campaign aimed at raising awareness for ivory poaching with the #KnotOnMyPlanet call to action in June.

The #KnotOnMyPlanet campaign has raised funds through a limited-edition golden elephant brooch, as well as a new line of elephant-related charms found within the jeweler's #TiffanySaveTheWild collection. Tiffany's jewelry for the effort was available through online retailer Net-A-Porter with 100 percent of the proceeds going to the Elephant Crisis Fund ([see more](#)).

While Tiffany has been committed to this cause for some time, it is not the only luxury brand who has looked to conservation for its charitable projects.

For instance, British retailer Fortnum & Mason partnered with artist David Bailey for a window installation that benefited an endangered species.

Mr. Bailey created 400 small bronze tigers modeled after the real life Sumatran tiger, of which only 400 live in the wild today. Each piece was available for sale with proceeds going to help conservation efforts of the specific subspecies of tiger ([see more](#)).

"My Africa is about a path forward for saving the miracle that is Africa the last place on Earth where significant numbers of the world's largest land animals still roam," said Dr. M. Sanjayan, project executive producer and CEO of **Conservation International**. "If we are going to save nature in a crowded world we need to entirely rethink how we go about it.

"This film shows a new way, one that unites, rather than divides, people from wildlife," he said. "Today, conservation is not about building fences but rather breaking down barriers, so that local communities benefit when nature thrives."