

APPAREL AND ACCESSORIES

Loewe uses fashion to fundraise for elephant conservation

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Loewe's Elephant Bag modeled by Doutzen Kroes. Image courtesy of Loewe

By STAFF REPORTS

Spanish fashion house Loewe is joining the fight against the ivory trade with a collection of handbags in support of the Elephant Crisis Fund.

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As part of the Knot On My Planet campaign, Loewe worked with Samburu artisans to create special editions of its Elephant bags for the ECF. The fashion industry has been working to tackle elephant poaching, looking to prevent the extinction of the endangered species.

Elephant effort

The Samburu tribe in Northern Kenya has a close relationship with elephants, and works with Save the Elephants to protect the animals. For its own conservation effort, Loewe turned to the Samburu Workshop at Old Malo, who handcrafted beading for its bags.



Loewe worked with Samburu women for its bags. Image courtesy of Loewe

The tan colored Knot On My Planet limited-edition Loewe bags are available exclusively on the brand's ecommerce site and at Bergdorf Goodman.

All of the proceeds from this collection will go the ECF, a collaboration between Save the Elephants and the Wildlife Conservation Network in partnership with the Leonardo DiCaprio Foundation. The organization works to stop poaching, take down traffickers and reduce demand for ivory.

LOEWE x Knot on my Planet

Knot On My Planet is a fashion-driven campaign in support of the Elephant Crisis Fund. The effort has attracted action from brands including Ralph Lauren and models such as Cara Delevingne and Naomi Campbell.

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).

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 ([see story](#)).

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