

FIGHTING FOR THEIR RIGHTS

Doutzen Kroes had another encounter with the wild world—with elephants, in particular—on the Samburu National Reserve in Kenya two years ago. The experience would prove to be life-changing. “Their behavior is so similar to human beings that it was almost like watching another family,” said the Dutch model, who made the journey with her husband, Sunnery James, and their then-four-year-old son Phyllon. “The thought that these gentle, ancient creatures might be extinct in the next ten years was devastating.” As the global ambassador for #knotonmyplanet, a fund-raising platform for elephant conservation in Africa founded by former model Trish Goff and DNA agency head David Bonnouvrier, Kroes is leading the fashion community’s charge against ivory poaching and trafficking. Since the initiative launched in September 2016, it has raised \$3 million for the Elephant Crisis Fund, enlisting a circle of supporters that includes Tiffany & Co., Net-a-Porter, Snapchat, and the supermodel trinity of Linda, Naomi, and Christy, who reunited for the first time in two decades for the campaign. “This cause has really taken over my life—in the best possible way,” says Kroes. “I’ve found my purpose as an activist, and that’s a great feeling.” —CHIOMA NNADI

