

Style Favorites

With Heart . . .

...and social media, models like **Doutzen Kroes** want to change the world. A splendid trend!



In all seriousness: What good does a model really do in the world as a model? In an interview in New York, Doutzen Kroes comes across as disarmingly direct. “Now I’ve finally found a purpose.” Together with the jeweler Tiffany & Co. the 33-year-old is campaigning for the preservation of African wildlife and is using the power of social media.

You have 5.6 million followers on Instagram – mobilizing them for your cause and Karlie Kloss and Gisele Bündchen are throwing in their support – a reach of many millions.

That’s right, I’ve asked all my contacts in the fashion world to also post under the campaign hashtag #KnotOnMyPlanet. It’s an incredible feeling that this network, which I’ve built up over many years, can pay off for something so important. Now I know why it’s all been so worthwhile: for this.

Is it true that you approached Tiffany to be a partner? Normally, this sort of thing happens the other way round with these types of campaigns.

It was my manager David Bonnouvrier, his fiancé Trish Goff and myself. It’s not easy to collect donations for animal charities just using social media. So Tiffany got the idea for the Save the Wild Collection with the aim of taking in one million US dollars minimum for the foundation. It was up to 1.5 million after just three months.

Why were you so taken with elephants?

In January 2015 I went to Africa with my family and it was love at first sight, even for my son, who was four years old at the time. That was a sure sign for me: this boy who’s usually running around playing constantly, sat there for two hours watching an elephant family.

Your son Phyllon is now seven, your daughter Myllena is four. How are you educating them to interact ethically with animals?

I'm already showing videos of hens in laying batteries to Phyllon. It's important to me that my children get a sense for where animal products come from. At home I cook bio only, and we hardly ever order meat in restaurants. We also travel as a family to Africa frequently.

To see endangered animals?

Not only that. Children today are growing up in a kind of bubble. We live in a beautiful area in Amsterdam, my husband is a DJ (*Sunnery James [editor's note]*) and I'm a model – not exactly typical. In Kenya we were in a village where the local children didn't have diapers or toys. They played with sticks and were totally happy like that. It's good for my children to see how privileged they are in the way they're growing up. And that doesn't mean that I want to deprive them of something either, because this is our reality.

How do you reconcile that with their daily life?

We are constantly getting things given to us for free – but does a child really need seven coats, for instance? Those things we take to homeless shelters or give them to refugees. We want our children to be aware of how fortunate we are.

Sophie Grützner

3 Model-Activists



Karlise Kloss

is combating weapons ownership (sic). Her organization, 'Kode with Klossy', teaches girls how to code apps



Natalia Vodianova

invented the app Elbi, designed to make it easier to integrate donations and charity projects



Gisele Bündchen

is campaigning for elephant protection, environmental protection and the water project Água Limpa



TIFFANY & CO.

"Save the Wild": chain from about 320 €, pendant about 700 €