



JOAN SMALLS



DOUTZEN KROES  
PHOTOGRAPHED BY  
NATHANIEL GOLDBERG



GIGI HADID



CHRISTY TURLINGTON,  
LINDA EVANGELISTA,  
AND NAOMI CAMPBELL  
PHOTOGRAPHED BY  
PATRICK DEMARCHELIER  
STYLED BY CARLYNE CERF  
DE DUDZEELE



KARLIE KLOSS



HAILEY BALDWIN AND  
JOSEPHINE SKRIVER

# TYING THE KNOT

Supermodels and industry influencers unite for the #KnotOnMyPlanet campaign to benefit the *Elephant Crisis Fund*.

This past New York Fashion Week, Doutzen Kroes led a legion of supermodels and fashion icons in launching #KnotOnMyPlanet, a campaign designed to benefit the Elephant Crisis Fund. It was created by Save The Elephants and the Wildlife Conservation Network in partnership with a long list of brands, including Tiffany & Co. and Snapchat, to help end the poaching of elephants in Africa for their ivory. Currently, some 30,000 elephants are slaughtered each year—that's about one every 15 minutes.

Drawing a connection between the adages "Tie a knot to remember" and "Elephants never forget," industry heavy-weights were asked to post images and videos of their own knots on social media with information about the campaign. The initiative drew contributions from luminaries including Raf Simons and Marc Jacobs, as well as models and It Girls Joan Smalls, Gigi Hadid, and Cara Delevingne. One of the true highlights, though, came from Linda Evangelista, Christy Turlington, and Naomi Campbell. The holy trinity—who embodied the term "supermodel" in the '90s—posed together for the first time since 1989, shooting with Patrick Demarchelier, Carlyne Cerf de Dudzele, and Oribe for the campaign.

"Everyone was there: Patrick, Oribe, Carlyne. It was like time stood still," Evangelista told V in an exclusive interview about the shoot. "Somebody said something at one point and Naomi started cracking up so much she was in tears. It was fun and it was effortless. It felt like family."

The idea for the image is credited to Evangelista's agent at DNA, David Bonnouvrier, who has been one of the orchestrators of the #KnotOnMyPlanet campaign. The photo represents more than just a reunion of epic, historical proportions: it speaks to the very heart of the fashion industry and how far its leaders are willing to go when they get behind a cause—one that is of particular importance to Evangelista.

"I think [the cause is] personal to everyone," says the model. "Just the fact that my grandchildren won't be able to see [elephants]...It's such a pity when it can so easily be rectified if we get the word out. In the fashion industry, we can be so fickle and so vain—guilty here—but I think that together we can really do something."

And right she was: the campaign has raised over 1.6 million dollars and has over 1.5 billion social media impressions so far. The Elephant Crisis Fund has earned a significant amount of money outside of the campaign as well, thanks to contributions from key donors such as Leonardo DiCaprio. The money raised will go directly toward fighting the poachers hunting elephants and help fund key research about one of Africa's most vital and rapidly disappearing species. **WILLIAM DEFEBAGH**

FOR MORE INFORMATION ABOUT THE #KNOTONMYPLANET CAMPAIGN AND THE ELEPHANT CRISIS FUND VISIT [KNOTONMYPLANET.ORG](http://KNOTONMYPLANET.ORG)

Photos: joansmalls/instagram; gighadid/instagram; karliekloss/instagram; haileybaldwin/instagram