

We need to talk about the Elephant in the room....

We need to talk about the Elephant in the room.... It has recently been brought to my attention that 100 elephants are killed EVERYDAY for their tusks. I was absolutely shocked when I heard this statistic. How can this even be possible? The Elephant Crisis Fund is working hard to make this practice obsolete and start to re-populate Africa with these magical animals. This campaign pays homage to one of the key characteristics that make elephants so incredible – their social memory. #KNOTONMYPLANET is fashion's call to arms to end the tragedy.

I am asking all models on the 9th of September to show your power and stand together with Me, Linda, Naomi, Christy, Doutzen, Adriana, Miranda and Cara, and post to your Instagram, facebook, snapchat and twitter, your own unique knot, be as creative as you want to be and inspire others. Attached are a few fast facts you can use on social media and the hashtags to attach to your posts. Use emojis! 🐘🐘🐘 Get creative! The wonderful people at Snapchat have designed an Elephant filter for the 9th to help launch the initiative.

We have strong voices and we can show the world the power of our industry when we speak as one. Please use as many social media platforms to spread the word that Elephants deserve our attention and the time is now.

Elephants never forget, we cannot forget them!

Love Grace

