

taking a stand

Doutzen Kroes has a beauty that goes beyond the physical. Bridging the gap between fashion and philanthropy, the supermodel is using her platform to raise millions for charity. Meet a very modern role model

Save the Wild elephant charm in 18k rose gold; and Save the Wild elephant Brooch in 18k white gold with diamonds, both TIFFANY & Co

SUPERMODEL. ACTRESS. MOTHER. ACTIVIST. There isn't just one way to describe Doutzen Kroes. 'Modest' would be another: 'I'm fortunate to have the career that I do; it only makes sense to use my voice for the things I think are important,' she says. After a trip to Kenya in 2016, the 33-year-old launched the #KnotOnMyPlanet campaign to raise money for the Elephant Crisis Fund, notably collaborating with Tiffany & Co. on Save the Wild – a collection of brooches and charms from which 100% of profits go towards the Elephant Crisis Fund and Wildlife Conservation Network. 'To me, being a "wonder woman" means being passionate about your beliefs. It means being able to stand up for yourself and for those who can't,' she says. So it's only fitting that, in an issue dedicated to the women making real change, ELLE talks family, charity and inspirations with Doutzen. **The next generation of women seem to be more politically engaged and socially aware than ever – are you excited by that?** 'I love it. It's important that girls my daughter's age are growing up as a witness to what is happening in society. It's important that my son and other boys see it too. **Tell us more about what's next for #KnotOnMyPlanet** 'The initiative

engages with luxury brands to raise money for the Elephant Crisis Fund, which gives 100% of profits to vetted programs in ivory-consuming nations. We want people to remember that elephants are still being poached in record numbers. We have raised over £4 million in under two years. I'm proud of the relationship we have developed with Tiffany and Co. – the plan is to continue to build on the momentum we have, raising much-needed funds and getting the message out that ivory is not a luxury item.'

Another cause you've been championing is Model Alliance – why was that important to you? 'I support Model Alliance and the Respect Programme [which calls on brands and agencies to sign a legal agreement to enforce safe work environments] because they seek to protect not just models like myself, but the new models who often don't have a voice.'

What are your hopes for change in the industry? 'I would love to see more diversity, not only in front of the camera, but behind it as well. I can [feel progress being made], but it's still not moving quickly enough.'

Last year, you starred in *Wonder Woman* and *Justice League* – how was that? 'To be in a film about a female superhero, directed by a female director, alongside female athletes was a wonderful time for all us.'

It's a powerful time to be a female in Hollywood. What are your thoughts on #MeToo and Time's Up? 'It's incredible that they have forced the long-overdue conversation on the dynamic between those in power and those who are treated like they have no power. Personally, it's made my husband and I think about how we're raising our children.'

Who are the women you look up to? 'There are so many! My mother, my mother-in-law and my sister, my agents and managers. Also Saba Douglas-Hamilton, who has chosen to raise her girls among elephants in Northern Kenya. And Patty Jenkins, the director of *Wonder Woman*, who I'm just in awe of. But I also think just being a woman is inspiring.'

"Being a 'wonder woman' means being passionate about your beliefs"



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