

# i-D

i-DEAS, FASHION, MUSIC, PEOPLE



DOUTZEN WEARS BLAZER AND SHIRT MATTHEW ADAMS DOLAN. TROUSERS CHLOÉ.

“When I started modelling, I was always looking for things to give back to. With the Knot On My Planet campaign I really feel that all of a sudden my life has purpose. My job has a purpose.” **DOUTZEN KROES**



Doutzen Kroes “The whole thing started over dinner one night in New York with my agent, David Bonnouvrier, and his fiancé Trish Goff. They went to Kenya and they told me, ‘You have to go because it will change your life forever.’ It did. I went and it was love at first sight with the elephants. But I also learned that there is a crisis. 30,000 elephants are killed each year. It was devastating to hear. When I came back I sat down with David and Trish. We were brainstorming. The solution we came up with was to make a social media campaign. We had to tell as many people in the world what is going on. That’s how the Knot On My Planet campaign started. We’re tying knots because elephants are known for their incredible memory. They never forget anything. Yet, we are forgetting about them. Money is needed on the ground in order to protect the big tuskers. 24-hour surveillance is needed, so the military is actually involved. It’s a war against the poachers and it’s very dangerous. The Elephant Crisis Fund is working with over 50 different organisations in Africa. They donate the money as soon as it’s needed, anywhere in 24 hours. But we also need to raise awareness in countries where ivory is still used as a luxury item. It’s insane. I was always taught to do my bit to save the planet. When I started modelling, I was always looking for things to give back to. But, now with the Knot On My Planet campaign I really feel that all of a sudden my life has purpose. My job has a purpose.”