

# HOLT RENFREW

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**HOLT RENFREW CELEBRATES KNOT ON MY PLANET**  
BLACK TIE GALA DINNER IN TORONTO CO-HOSTED BY DOUTZEN KROES AND  
ALEXANDRA WESTON



Doutzen Kroes for Knot on my Planet

Holt Renfrew and H Project are proud to support #knotonmyplanet, a charitable movement which supports elephant conservation and the Elephant Crisis Fund – an initiative launched by Save The Elephant and the Wildlife Conservation Network in partnership with the Leonardo DiCaprio Foundation.

On Thursday, April 12, supermodel and Global Ambassador of #knotonmyplanet Doutzen Kroes along with Alexandra Weston, Director, Brand and Creative Strategy, Holt Renfrew co-hosted a black tie dinner for 134 guests in celebration the campaign and to raise funds for the Elephant Crisis Fund.

Tiffany & Co. has also partnered with the Elephant Crisis Fund on the #KnotonMyPlanet campaign. The jeweler generously provided gifts from its Tiffany Save the Wild collection for all event guests as well as a coveted silent auction item. Tiffany has donated 100% of the profits of the donated gifts to support the Elephant Crisis Fund.

Elephant Crisis Fund supporters, Wilderness Safaris also offered a safari experience for the silent auction.

- WHAT:** Holt Renfrew's gala dinner for #knotonmyplanet in support of the Elephant Crisis Fund
- WHO:** Doutzen Kroes, Winnie Harlow, Jordan Barrett, Dilone, Alexandra Weston and Galen Weston, Trish Goff and Sunnery James
- WHEN:** Thursday, April 12, 2018
- WHERE:** The Art Gallery of Ontario, Toronto

Click [here](#) for images

In addition to the gala dinner, on Friday, April 13 at 4:40 p.m., supermodel and Global Ambassador of #knotonmyplanet Doutzen Kroes and model Jordan Barrett will support the campaign with a public personal appearance at Holt Renfrew's Bloor Street flagship. Kroes and Barrett will meet with customers and pose for photos while spotlighting two days of charity shopping (April 13 and 14) at Holt Renfrew stores across Canada, with the goal of raising \$200,000 in support of the Elephant Crisis Fund.

Also supporting the campaign, Holt Renfrew has commissioned a limited collection of t-shirts designed by ethical Canadian brand Kotn. Featuring an elephant illustration by artist Melody Hansen 100% of profits of the \$50 (short sleeve) and \$55 (long sleeve) t-shirts will be donated to the Elephant Crisis Fund.

To read more about this partnership please visit Holt Renfrew's spring magazine on [holtrenfrew.com](http://holtrenfrew.com) featuring Doutzen Kroes here: <http://www.holtrenfrew.com/store/holt/magazines/women>

### **About Holt Renfrew**

Celebrating a 181-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

### **About Knot on my Planet**

Knot on My Planet (KOMP) is a campaign born in fashion and powered by influencers with the goal to bring elephant poaching and the ivory crisis to the forefront of the conversation by leveraging influencers, companies and brands within the fashion and luxury industries while raising money for the [Elephant Crisis Fund](#) (ECF). KOMP plays on the age old act of tying knots to remember and elephants' uncanny ability to remember. With Doutzen Kroes as its Global Ambassador, KOMP launched its first social media initiative on Sept 9th, 2016 garnering over 1.5 billion impressions via Instagram, Twitter, Facebook and Snapchat. To date KOMP has raised over \$3,000,000 for the ECF.

### **About Elephant Crisis Fund**

The Elephant Crisis Fund, a joint initiative of [Save the Elephants](#) and the [Wildlife Conservation Network](#) in partnership with the Leonardo DiCaprio Foundation, has but one goal: to end the ivory crisis and secure a future for elephants. Uniquely, the ECF funds the best ideas and most urgent actions by highly vetted conservation organizations working to stop the poaching of elephants and the trafficking and demand for their ivory. 100% of every donation to the ECF goes straight to the field, with zero overhead. To date, the ECF has supported 184 projects from 86 organizations across 31 countries. The Elephant Crisis Fund has inspired donations to date of \$17 million in just over four years, and will not stop its support of these effective programs until elephants are safe from the illegal wildlife trade. For more information, visit [ElephantCrisisFund.org](http://ElephantCrisisFund.org).

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT:**

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