



SPACE FOR GIANTS ANNOUNCES *WALK FOR GIANTS* CAMPAIGN

The Fundraising and Conservation Campaign Features Sustainable Capsule Collections from Gemfields and NET-A-PORTER

August 17, 2020 - International conservation charity Space for Giants, in partnership with Gemfields, announces *Walk for Giants*, a fundraising and awareness-building campaign for African wildlife conservation. The campaign will kick off with the release of two exclusive capsule collections: a 44-piece collection from Gemfields, a world-leading supplier of responsibly sourced coloured gemstones; and a series of 15 sustainable collections from NET-A-PORTER, the world's leading online luxury fashion retailer. Proceeds from these capsule collections will bring critical support to protect Africa's elephants and their natural habitat. Space for Giants is committed to securing the ecological and economic value that nature conservation offers. Especially in this time of crisis, when travel and tourism are impacted, wildlife and natural habitats are even more vulnerable to exploitation. Both capsules are showcased in a series of stunning images, made possible by the support of Gemfields. The Walk for Giants Campaign was shot by Francesco Carrozzini, with creative direction by Riccardo Ruini, featuring models Arizona Muse and Selena Forrest at Enasoit Game Sanctuary in Laikipia, Kenya.

"What *Walk for Giants* so brilliantly amplifies is that conserving existing natural landscapes is not just critical for the future of humanity but is also the best economic deal around. Nature-based businesses bring jobs, buy from local suppliers, pay taxes, and build national economies. But the natural assets these enterprises rely on – including Africa's last populations of mega-fauna – are under grave risk. We must protect them now, so they can continue to deliver their value forever. We are excited that Gemfields and NET-A-PORTER have chosen to use their influence to bring much needed attention and funds to this cause," said Dr. Max Graham, Founder and CEO of Space for Giants.

Gemfields' Walk for Giants capsule collection features the brand's Zambian emeralds and Mozambican rubies set in 44 pieces by 12 brand partners including: AYA, Backes & Strauss, Bina Goenka, Fabergé, Fehmida Lakhany, Francis de Lara, GFG Jewellery by Nilufer, Margery Hirschey, Sandy Leong, VAK Fine Jewels, Valani Atelier and Zoe & Morgan. Profits will benefit Space for Giants. The collection will be available via gemfields.com.

"Gemfields has, for more than a decade, walked a trail promoting greater transparency in the mining and selling of Africa's coloured gemstone resources. Today, more emerald- and ruby-derived value than ever accrues to our host countries in Mozambique and Zambia. Africa's natural resources, whether in the form of her minerals or her biodiversity, must play a greater role in supporting local communities and championing vast conservation spaces. We need everyone to walk the talk for these giant causes and we are honoured to support the energetic team at Space for Giants in their intrepid cause," said Sean Gilbertson, CEO of Gemfields.

NET-A-PORTER's exclusive capsule collections are made with function and sustainability in mind and include renowned brands such as Burberry, 3.1 Phillip Lim, Brunello Cucinelli, Chantecaille and Ole Lynggaard Copenhagen, in collaboration with Gemfields, as well as emerging designers such as Hereu, Fisch and Bassike. NET-A-PORTER's capsule series will be sold exclusively on net-a-porter.com.

“NET-A-PORTER has been committed to supporting fashion with sustainability at the core of its design and, in 2019, launched NET SUSTAIN to highlight and celebrate those brands that are driven by a desire to make fashion and beauty more sustainable. We are honoured to be partnering with Space for Giants on these exclusive capsule collections, with all profits benefiting the charity and the worthwhile cause of protecting Africa’s wildlife and landscape,” said Elizabeth von der Goltz, Global Buying Director of NET-A-PORTER.

Gemfields’ 44-piece Walk For Giants collection and NET-A-PORTER’s exclusive sustainable capsule series are available now on gemfields.com and net-a-porter.com.

The release of these capsule collections marks the launch of the Walk for Giants campaign, which will culminate in an immersive conservation journey along an ancient elephant migration corridor, with some of the world’s most influential individuals, to raise awareness and funding for the protection of Africa’s iconic wildlife and the critical natural ecosystems that they depend on.

ABOUT SPACE FOR GIANTS

Space for Giants is an international conservation charity that protects Africa’s elephants and their landscapes while demonstrating the ecological and economic value both can bring. It uses science and best practice to deliver conservation investment initiatives to attract new funding for under-resourced protected areas. It works with national authorities to strengthen legal action to fight wildlife crime and protect animals in the wild. It uses technology it pioneered itself to reduce human-elephant conflict, and works with a wide range of individuals, including academics, journalists, celebrities, philanthropists, and sports people, to bring new supporters to its cause. It is headquartered in Kenya, works in eight countries in Africa, and is registered as a charity in the UK and as a non-profit in the US. Learn more at www.spaceforgiants.org

ABOUT GEMFIELDS

Gemfields is a world-leading supplier of responsibly sourced coloured gemstones. Gemfields’ work at the Kagem emerald mine in Zambia (believed to be the world’s single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world) has seen Africa become the world’s largest exporter of emeralds and rubies. Gemfields’ approach to transparency also means that the host nations in Africa today see dramatically greater value from their gemstone resources remaining in-country. Gemfields is committed to furthering transparency, legitimacy and integrity in the coloured gemstone business and believes strongly that coloured gemstones should create a positive impact for the countries and communities from which they originate. Gemfields has established a track record of improving healthcare, education, agriculture and livelihoods for the communities around its mines and of supporting conservation efforts to protect Africa’s wildlife and biodiversity (#conservationgemstones). Further information about Gemfields can be found at www.gemfields.com

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ABOUT NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world’s leading luxury e-tailer, with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Our discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, our programme for emerging brands. Consideration for environmental and social impact increasingly shapes the product offering, and the NET SUSTAIN platform was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of incredible women. For more information about NET-A-PORTER, visit NET-A-PORTER.com

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