

The Pearly Prince Elephant Moves House



July 2010: The **SHO Jewellery** dazzling Pearly Prince elephant has been sold at auction and has made his way from the window of Coutts to a more private location . The Swarovski embellished elephant raised an amazing £18,000 for conservation charity the **World Land Trust**.

Owners of a state of the art pet hotel where owner's can watch their beloved animals on webcam whilst on holiday, decided the Pearly Prince was a 'must have' addition to the lobby area. The elephant features over 22,000 Swarovski crystals and pearls and took a staggering 480 hours to create. In addition to the funds raised at auction SHO also created the hugely successful Swarovski elephant friendship bracelets which will boost total funds raised to well over £20,000. This will aid the World Land Trusts continuing efforts to protect elephant corridors in India.

Pearly Prince creator, Sarah Ho said "I was delighted that the elephant raised such a significant amount for a truly deserving charity, I know every penny will be well spent with the World Land Trust."

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