Lokai launches bracelet to benefit World Wildlife Fund

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Global lifestyle brand lokai launched Monday a new bracelet called ‘wildlokai’ to support the World Wildlife Fund (WWF).

For every ‘wildlokai’ bracelet sold from June 15th through July 28th, lokai would donate one dollar to the charity, with a minimum contribution of $250,000, according to a press release.

The unisex bracelets are designed with elements from the highest and lowest points on the surface of the planet Earth, including Mount Everest and the Dead Sea, says the company.

The company claims to have sold over one million bracelets and created a lively Twitter community -- #livelokai -- that spawns over 159 countries.

Justin Bieber, Kendall Jenner, Selena Gomez, Vanessa Hudgens, Zoe Saldana, Alessandra Ambrosio and Zac Efron, are among their celebrity fans, according to a press release.