

the **PIPELINE**
STYLE on TAP

It's Electric: Elettra Wiedemann's Bright New Idea for Charity

By Nicole Schlomann



Apparently Elettra Wiedemann didn't just inherit her looks from her mother, screen siren Isabella Rosellini. **She's also got a charitable streak—the aspiring philanthropist has enlisted several high-profile designers, friends Chris Benz and Phillip Lim among them, to raise proceeds for a solar-powered hospital in Burundi, Africa through her website justonefrickinday.com.** The eloquent beauty, who's both a model and a biomedical engineering student, says, "For me, justonefrickinday.com reflects the beautiful complex reality of human nature. We like to place people in categories—democrat/republican, scientist/artist. But here, two very different 'types'—scientists and artists—have inspired each other and worked together in support one common goal: To provide clean energy and health care to 60,000 Burundians currently without access to either." That's one beautiful statement. Wiedemann's website sells limited-edition tees created by the designers to

benefit her cause—starting August 25th, Chris Benz' charming flamingo-print tee and Phillip Lim's lightbulb graphic piece, as well as a fantastic tribal print by Rogan and a colorful Rag&Bone design, will be available for purchase. You can also choose to donate a day's salary to the cause, hence the name of the website. If your pockets aren't that deep, you can still start shopping this impressive lineup—you'll feel good on the inside and look just as good on the outside. ([Fashionista](#))