

FASHION WEEK **DAILY**



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DAILY DISPATCH

Solar Tees

Elletra Wiedemann's new charity brings light to Burundi

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(NEW YORK) Elettra Wiedemann may be the daughter of Isabella Rossellini, BFF of Chris Benz, and a biomedical engineering student (seriously), but that's not all: Wiedemann has also recently founded JustOneFrickinDay.com, an organization that (among other projects) is raising funds to build the first solar-powered hospital in Kigutu, Burundi. Co-founded by James Marshall, the Burundi Solar Project has enlisted Chris Benz, House of Diehl, Rogan, Rag & Bone, 3.1 Phillip Lim, and Giambattista Valli to each create an energy-inspired, limited edition t-shirt to be sold at JustOneFrickinDay.com.

The t-shirts, all made from 100% organic cotton, are available in men's and women's one size fits all and will sell for \$60 each. There are only 100 available in each style, and each is numbered. A simpler style by House of Diehl, which served as creative consultants for the project, is also available for \$30.

Chris Benz's shirt shows an adorable sketch of two African flamingos, Rogan's is in a black and white African print, and Phillip Lim's take is more literal: an image of Africa rendered in light bulbs. He's pushing the message, and rightly so: Only \$450,000 is needed to equip the hospital with solar power for the entire term of its existence.

The shirts will be available at JustOneFrickinDay.com starting August 25.

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