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Q&A

Elettra Rallies Friends For Electricity

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Elettra Rossellini Wiedemann should conduct a seminar in being a respected COF (Child of the Famous). She's beautiful (the face of Lancôme), smart (headed to study Biomedicine at the London School of Economics), and caring. More about that last bit: Her latest initiative is raising funds for the first solar-powered hospital in Kigutu, Burundi. "They have no hospitals with electric power in Burundi right now. So if the sun goes down and you're giving birth—it's literally a doctor with a headlamp on," says Wiedemann. "And it only costs half a million dollars. When I heard that I was like, 'OK, how can I rally my friends?'"

Wiedemann's friends include Rogan Gregory, Chris Benz, Giambattista Valli, and Rag & Bone's David Neville and Marcus Wainwright, who all designed T-shirts for the cause (that's Rag & Bone's, above). They sell for \$60 a pop with all the proceeds going to charity. They go on sale today at www.justonefrickinday.com, which also lets you calculate your daily pay to donate a day's work. There are only 100 of each. Get yours now to show you care.

—Meenal Mistry

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