



A look from Luella Bartley's fall runway show. © Getty Images

A Luella & Tonic

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Designer creates four limited-edition tees for global causes

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(LONDON) Luella Bartley's runway show of trend-setting, Halloween-inspired looks wasn't the only thing that had front-rowers abuzz this morning. Despite the creepy-crawly feeling of her main collection, the designer offered a softer side, announcing she has collaborated with Tonic on four limited-edition T-shirts with proceeds benefiting four global causes. A portion of every Luella/Tonic "Every T Counts" shirt sold supports a worthy cause, be it dental care for children in Colombia or sneakers for underprivileged children in Haiti.

Produced for both men and women in black and white, respectively, the shirts are available exclusively through Tonic's online store beginning April 1. Fans eager to be notified of the launch can sign up at www.tonicgen.com/luella. In the meantime, those seeking instant gratification can pick up Tara Subkoff's "School Tee," which launched in November and is still available.