

FASHION SHOWS

fashion blog

NEWS & TRENDS

candycast

style file

trend reports

year in fashion

anatomy of a classic

accessories report

style notes

cfda/vogue

focus on...

style news

PEOPLE & PARTIES

SHOPPING

BEAUTY

VOGUE

VIDEO

MY STYLE

my lookbooks

public lookbooks

forums

search **NEW!**

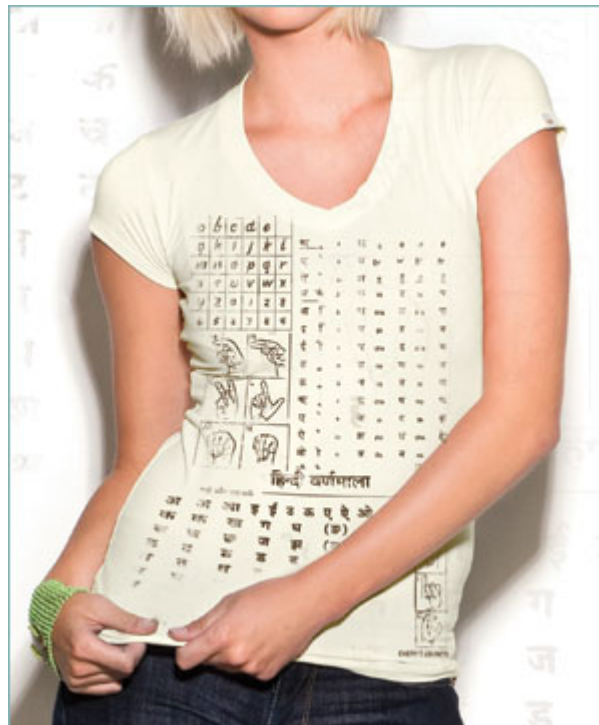
subscribe to vogue

style file the latest fashion news from around the globe

TUESDAY, DECEMBER 11, 2007 09:38 AM

[< previous post](#) | [main](#) | [next post >](#)

TEES AND SYMPATHY



The lowly T-shirt occasionally gets a bad rap, mostly for its role in inane cliché statements. ("Been there, done that, got the..." "My dad went to Key West and all I got was this lousy...") That's not the case with four limited-edition, organic-bamboo versions from do-gooding lifestyle company Tonic. According to company founder and CEO Pankaj Shah, the \$45 purchase of each style gets tangible results: the delivery of three mosquito nets to families in Africa to prevent malaria; a year's education for three children in India; clean water for one person in Nepal or Honduras; or the planting of 25 trees in North America. Shah, who counts Donna Karan as a friend, enlisted Tara Subkoff to create the School Tee (pictured above) and plans to bring in other designers for future projects. "There's going to be someone really big," he promises. The tees are available on the company's Web site, www.tonicgen.com, which also keeps a running, real-time tally of goods sold and good deeds done.

—Meenal Mistry

Photo: Courtesy of Tonic

/

