

## One writer, one dress, one month for charity

The *Elle* Foundation, which supports various HIV/Aids NGOs, will have an exciting donor project this September, as the magazine's features writer Emily Pettit-Coetzee will wear one dress for the whole month.



The denim dress, designed by South African designer Christopher Strong, will have different accessories each day to spice up the dress and Pettit-Coetzee will post daily pictures on her blog and twitter. She will put money aside for each day that she wears the dress.

The idea is raise more money through sponsorship of the project by friends, family and the *Elle* team as well as through marketing on Twitter and Facebook, by encouraging readers to do the same and raise their own money. Followers of the campaign from readers to designers can donate accessories, shoes or anything for the cause as no doubt Pettit-Coetzee will be in need of some inspiration after the first few days.

This is intrinsically *Elle*, not only as a way of raising awareness and money for a cause it strongly believes in but also as a lesson on how to accessorise and dress during a recession by making the most of what readers have and making it work.

The challenge will be posted every day on the *Elle* SA Twitter account, guiding people to the blog, [dressforamonth.blogspot.com](http://dressforamonth.blogspot.com), with pictures of each ensemble and on Facebook. The viral media campaign will end with a feature in the December issue, showing the whole journey, from dress design to the last day the dress is worn.