It’s Raining Rihanna

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Sure, celebrities can say they support AIDS prevention—but how many can say they’ve designed a T-shirt to fund it? This past February, 650 H&M clothing stores worldwide unveiled the creations of such unlikely fashionistas as pop stars Rihanna, Timbaland and Good Charlotte. They, along with 10 other artists, were part of the “Fashion Against AIDS” campaign. Created by Ninette Murk, founder of Belgium-based Designers Against AIDS (designersagainstaids.com), it sports T-shirts, tanks and hoodies designed by the artists. Twenty-five percent of the proceeds go to global HIV prevention projects, including those administered by YouthAIDS. Rihanna, the voice behind last summer’s pop smash “Umbrella,” says, “The…campaign [allowed] me to…inform my fans about a serious cause that needs to be addressed among young people.” She must have loved Good Charlotte’s design: a couple standing under a red umbrella. Ella. Ella. Eh. Eh. Eh.

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