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GWU Student Interning for Unique Clothing Line

Jonelle Bobak

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GWU student interning for unique clothing line

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Picture from Olivia Bouknight cover photos on Facebook

By: Jonelle Bobak

SIDEBAR

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Gardner-Webb's student body may be seeing a new clothing trend soon. Serengetee, a clothing company started by 3 college students is now a worldwide phenomenon.

Serengetee is an online clothing store that supports different causes around the world through the use of fabric. When purchasing an article of clothing there are different patterns of fabric to choose from. "The fabric is made from whatever country it comes from," said GWU sophomore and Serengetee intern, Olivia Bouknight. The fabric is then sewn in the shape of a pocket in the upper left chest of all shirts.

"Each pattern of fabric represents a different country and supports a specific cause," Bouknight said. A portion of the proceeds go to an organization within that country to help with its' needs.

For example, there is a fabric for the country of Ghana, Africa that helps support the organization Ghana Medical Help. On the Serengetee website it says, "Ghana Medical Help acts to increase the access and quality of healthcare in northern Ghana by providing annual medical aid and medical equipment to all district-level hospitals in the area."

There are a total of 120 fabrics. The causes that are supported are anything from reducing carbon emission, abolishing modern day slavery, reef and ocean conservation, to providing educational, emotional, and physical support to South African children affected by poverty or HIV/AIDS.

Bouknight enjoys being an intern for Serengetee. "I applied on a whim because I loved the company, I love what they stand for," said Bouknight. "Our job as interns is to promote the company and the causes through social media."

T-shirts, tank tops, sweaters, hats, book-bags etc. are available to purchase. Bouknight said they are custom made, and you can get different colored shirts with different patterns.

"It's really cool because people learn about these different charitable organizations when they are purchasing shirts," said Bouknight.

If any student is interested in becoming a spring intern for

Serengetee they can visit <http://www.serengetee.com/contact/> or like them on Facebook! For more information you can email Olivia Bouknight at obouknight@gardner-webb.edu .



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