

# SWEET CHARITY

There are many ways to lend a helping hand. Find one here. BY LAYLA REVIS



## KNITWIT

After reading *Jonny Kennedy: The Story of the Boy Whose Skin Fell Off* on a recent family holiday, and inspired by Oprah's hit show *The Big Give*, Julie Willgeroth, founder of the fashionable cashmere house Knitwit, decided to give back by introducing a punch-colored printed hoodie (\$280) that resembles the intricate pattern of a butterfly wing. Half of the proceeds will benefit the Epidermolysis Bullosa (EB) Medical Research Foundation. Knitwit joins celebrities Reese Witherspoon, Courteney Cox and David Arquette, Gavin Rossdale and Gwen Stefani, Heidi Klum, and Natalie Portman to support research toward a cure. The EBMRF is a volunteer nonprofit foundation dedicated to the support of medical research of EB and its causes, the development of successful treatments, and ultimately a cure. Visit [shopknitwit.com](http://shopknitwit.com); [ebkids.org](http://ebkids.org).

