

NONPROFITS

## CFDA members pledge to support Hawaii wildfire relief efforts

August 22, 2023



The organization hosts 474 fashion designers from across the United States, five of whom have been spotlighted for contributions to disaster relief. Image credit: CFDA

By LUXURY DAILY NEWS SERVICE

The **Council of Fashion Designers of America (CFDA)** is supporting those affected by a devastating natural disaster.

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Targeting populations impacted by a bout of wildfires that ravaged the Hawaiian island of Maui this month, the organization is spotlighting how its members have taken action. Condolences and contributions come as at least 11,000 displaced persons attempt to navigate the event's aftermath.

### Helping hands

The CFDA is currently made up of 474 fashion designers from across the United States. As of now, five of its members have been spotlighted in making strides to assist recovery and response efforts.

American footwear designer Chloe Gosselin is donating 15 percent of all sales from her ongoing summer sale to the **World Central Kitchen**, a charity providing meals to communities across the island state.

We stand with Hawaii as Maui confronts the devastating aftermath of the wildfires that caused immense damage and loss. <https://t.co/xVPIVCZyck>

CFDA (@CFDA) August 17, 2023

Further bolstering the response is American jeweler Coomi. The maison is donating a portion of sales at its current trunk show within the Neiman Marcus store in Honolulu, additionally giving away a portion of its upcoming retail events in September.

Polish fashion designer Marysia Dobrzanska and founder of apparel brand Marysia donated \$8,800 to global humanitarian aid organization **Direct Relief**, amounting to 50 percent of her ecommerce sales between Aug. 12 and 13.

Ukrainian fashion designer Tamara Davydova's womenswear brand Minimalist is donating 10 percent of its sales to the **Maui Strong Fund**, an initiative backed by the Hawaii Community Foundation, with 100 percent of the proceeds reaching those affected by the fires.

American fashion brand Thesalting is hosting its first-ever studio sale starting Aug. 23 to benefit those affected. A portion of the revenue will be sent to the same fund.

The CFDA itself is pushing its followers to give to the charity, as conglomerates such as French luxury conglomerate Kering (**see story**) simultaneously drive audiences toward shared resources.

Those additionally interested in donating can visit <https://www.hawaiicomunityfoundation.org/maui-strong>.

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