



DC Commission on Fashion, Arts and Events Activities FY19 Report

The DC Commission on Fashion, Arts and Events had an exciting fiscal year 2019 supporting and elevating DC's fashion and beauty industry. Below is a briefing of activities and events for the CFAE for the fiscal year 2019.

SEPTEMBER 2018

WeDC Fest: DC Fashion and Beauty Coffee Connect
Sept. 27, 2019, National Union Building

CFAE hosted a session during the 2018 "WeDC Fest" on marketing strategies for fashion and beauty in Washington, D.C. Commissioners Jason Anthony, Kris Hoyle and Deidre Jefferies led the discussion with industry creatives and fashion and beauty entrepreneurs in DC.

NOVEMBER 2018

Rodarte Preview Event, National Women in the Arts Museum
Nov. 9, 2018

The celebrated American luxury fashion house Rodarte, founded by sisters Kate and Laura Mulleavy, was featured last fall in the first fashion exhibition organized by National Women in Arts Museum. Rodarte showcases the designers' visionary concepts, impeccable craftsmanship, and profound impact on the fashion industry. To celebrate and promote this exciting fashion exhibit in DC, CFAE worked with NMWA to promote the exhibit and bring influencers and fashion stakeholders to the Nov. 9, 2018 preview event. The exhibit explored the distinctive design principles, material concerns, and recurring themes that position the Mulleavys' work within the landscape of contemporary art and fashion.

CFAE Public Business Meeting
Nov. 13, 2018 at the John A. Wilson Building

DECEMBER 2018

Partnership Agreement with DowntownDC BID

Established and executed an exciting partnership agreement with DowntownDC BID for two District of Fashion Runway Shows in 2019, February and September 2019. The agreement outlines the collaboration between the CFAE and the BID to enhance the DC fashion economy through two runway shows featuring DC designers and creatives.

JANUARY 2019

Elevating the DC Fashion Economy Panel

DMPED's DC ECON UNPLUGGED

Jan. 31, 2019, Ronald Reagan Building and International Trade Center

The CFAE curated a main stage panel of District of Columbia fashion leaders to share how they are working to elevate the District's creative economy and how fashion entrepreneurs are building brands around DC's fashion ecosystem. Speakers included Kristopher Johnson-Hoyle, Editor, Chairman, CFAE; Deidre Jefferies, Owner/Creative Director of ESPION Atelier, CFAE Commissioner; Mariessa Terrell, Fashion Attorney, Howard Law School IP Law Clinic Supervising Attorney, and CFAE Commissioner; and Roquois Clarke, Creative Director, District of Fashion, DowntownBID.

FEBRUARY 2019

District of Fashion Runway Show, Feb. 9 in partnership with Downtown BID, National Museum of Women in the Arts

CFAE partnered with the DowntownDC BID to present the District of Fashion Fall/Winter 2019 Runway Show at the National Museum of Women in the Arts. The exclusive, invite-only event served as a D.C. kickoff to New York Fashion Week (NYFW). Hosted by celebrity stylist and television personality Paul Wharton, the show featured Fall/Winter 2019 collections from local, national and international designers. More than 500 guests attended the show and were offered VIP tours of the museum's Rodarte exhibition ahead of its closing weekend. The runway show featured fashion from Amanda Casarez, Andrew Nowell Menswear, Brittany Christina Collection, Dara Oji Collections with 2Heads by Atsu, Love Soul Style, Peruvian Connection, Planettogs, Shafei Han, Tout Sur LeCuir, Tori Soudan Victim15 feat. Hora and a fashion presentation featuring Lorra Rivers and inaugural District of Fashion Runway Show designers DiDomenico, Christopher Schafer Clothier and Carmen Eliam Jewelry. Models rocked fashion forward hair and makeup looks styled by local stylists from PR at Partners Salon with Jacqui Davis, and local makeup artists from the DC metro area, all led by celebrity stylist Eva Styles.

202Creates Co-working Day

Feb. 28, 2019, 202 Creates Offices

CFAE partnered with the Office of Cable Television, Film, Music and Entertainment (OCTFME) and its 202 Creates initiative to host one of its monthly co-working days on fashion and beauty. The day was full of free workshops, discussions and interactive activities stylized to educate attendees about the DC fashion and beauty scene -- capped off with participants getting catwalk-ready with a glam team moment and photo shoot.

MARCH 2019

DC Fashion and Design Panel at SXSW “WeDC” House

March 10, 2019, Austin, TX

CFAE curated a panel at the “WeDC House” during the South by Southwest Festival where DC creatives and local designers joined us for a conversation about how they are elevating the District's fashion scene. Local entrepreneurs and creatives discussed what they are doing to innovate DC retail, expand their brands, and shape a more fashion-forward future for the city. Speakers included CFAE Commissioners Deidre Jefferies, Creative Director and President, ESPION Atelier and Brandon Andrews, Senior Consultant, Values Partnership along with Marcia Dyson, President, M and M Dyson, LLC; Timur Tugberk, Founder, Designing the District; and Donna Omoregie, Founder & CEO, The FreeStyle App.

Networking + Public Meeting for Fashion Community

March 12, 2019, National Press Club

The CFAE hosted an opportunity for the local fashion community to network with commissioners and other peers at the National Press Club. The attendees also learned about resources from DC agency partners, the Commission on Arts and Humanities and the Department of Small and Local Business Development. More than 30 attended.

APRIL 2019

DC’s History of Style and Fashion Podcast

CFAE commissioners recorded a podcast for DC Radio and 202 Creates about the rich and noted culture of fashion pioneered by celebrated local Designers and historical creatives alike in DC. Podcast featured commissioners including L. Jackson, LeGreg Harrison, Deidre Jefferies and Mariessa Terrell. You can listen to it [here](#).

MAY 2019

Gold Cup Best Dressed Judging

May 6, 2019

CFAE commissioners were invited to participate as judges during at the 2019 Virginia Gold Cup, a historic steeplechase event known for its fashion and traditions. Commissioners Jason Anthony, Deidre Jefferies and Brandon Andrews served as judges.

DMPED's Retail Summit Session "Fashion Retailers Think Tank"

May 15, 2019

The CFAE hosted a session during this DMPED event for DC's fashion retail leaders to dialogue on navigating steps for success as an e-commerce or brick-and-mortar business while growing your brand in the DC fashion industry's rapidly changing retail environment. The session included an audience of more than 50 stakeholders and expert discussion from Bill McLeod, Executive Director, Dupont Circle Main Street; Ron David, founder of RON DAVID clothing and accessories; Carolyn A. Thomas, Founder, The C.A.T.Walk Boutique; Muhammad Hill, Co-owner, The Museum DC; Javier Sanchez, Creative/Fashion E-Commerce Expert and Small Business Coach, Latino Economic Development Center (LEDC); and CFAE Commissioners: Kristopher Hoyle, L. Jackson, LeGreg Harrison, Deidre Jefferies, Mariessa Terrell, Brandon Andrews and Jason Anthony.

JUNE 2019

CFAE Public Meeting

June 11, 2019 at the John A. Wilson Building

SEPTEMBER 2019

District of Fashion Runway Show in partnership with DowntownDC BID

Sept. 5, 2019, Smithsonian American Art Museum

CFAE partnered with the DowntownDC BID to present the District of Fashion Spring/Summer 2020 Runway Show at the Smithsonian American Art Museum. The exclusive, invite-only event served as a D.C. kickoff to New York Fashion Week (NYFW). Hosted by celebrity stylist and television personality Paul Wharton, the show featured Spring/Summer 2020 collections from local, national and international designers. More than 800 guests attended.

CFAE also arranged for exclusive fashion show coverage with the Office of Cable Television, Film, Music and Entertainment (OCTFME) including interviews with designers in the pre-runway event "trunk show" and CFAE commissioner interviews for the "[202Xtra](#)" on DC's growing fashion scene.

Demystifying Career Pathways with Tamiko White
Sept. 12, Inclusive Innovation Incubator

Fashion entrepreneur, media personality, and author of *Careers in the Fashion Industry* Tamiko White joined CFAE commissioners for an interactive discussion on navigating your career path in the fashion and retail industry. Unlike other careers, the pathway to success in the fashion business is not always a straight line. In this workshop, Tamiko shared her many years of experience in the fashion industry to demystify fashion career pathways, the focus of her new book, *Careers in the Fashion Industry: How to Get Into the Fashion Business*. Discussion also featured fashion career insights from CFAE Commissioners including Kris Hoyle, L. Jackson, Deidre Jefferies and Mariessa Terrell.