



A Message to the DC Fashion Community

We are thinking of you daily and are energized by your many messages describing how DC fashion and beauty leaders are rallying to support and inspire one another during this unprecedented time. We are also inspired by the vast array of skills and valiant efforts of the DC creative community volunteering to serve through the DC Medical Reserves Corps. As your Commissioners, we acknowledge the entrepreneurs, makers, and creatives working diligently to shift their mode of operations to a model that adheres to COVID-19 guidelines while maintaining a passion for the continued advancement of the fashion and beauty industries in the nation's capital. To that end, we are writing to share important information that we hope will assist you as you maneuver through this period by providing points of clarity and Inspiration.

Addressed in this letter:

- Recovery Resources for Businesses and Individuals
- The Mayor's Stay At Home Order
- Construction and Use of Face Masks and Face Coverings
- DC Medical Reserve Corps
- Inspo for Business Owners and Creatives
- CFAE Events

For all other information about the District's response to COVID-19, visit coronavirus.dc.gov.

COVID-19 Recovery Resources for Businesses and Individuals



The District of Columbia Government has shared resources for the business community and individuals on its dedicated COVID-19 response and recovery website at coronavirus.dc.gov.

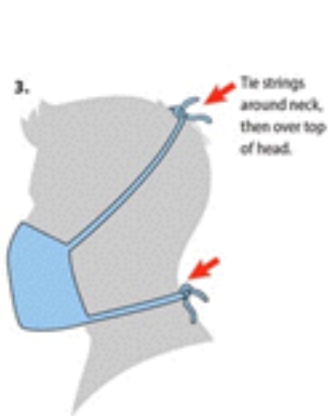
- For information on Pandemic Unemployment Assistance (PUA) for independent contractors, gig workers, and the self-employed visit coronavirus.dc.gov/recovery-individuals or does.dc.gov
- To view information about local and federal programs for business relief, visit <https://coronavirus.dc.gov/recovery-business>
- If you have questions or need assistance you can contact us by filling out the [COVID-19 Business Inquiry Form](#).
- You can listen to the recording from the DC Small Business TeleTownhall with the Small Business Administration from April 10 by [clicking here](#).

The Mayor's Stay at Home Order

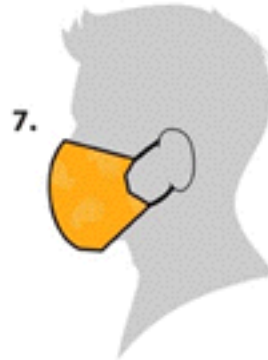
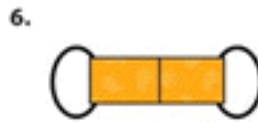
As you know, Mayor Muriel Bowser's stay-at-home order for the District of Columbia became effective April 1. This order reinforces the Mayor's direction to residents to stay at home except to perform essential activities. To read more about what this means, [follow this link](#).

Ultimately, the best thing that you can do for yourself and others at this time, is to stay at home.

Construction of PPE: Face Masks



Bandanna Face Cover
(no sew method)



Let's address the personal protective equipment (PPE) item, face masks. We are experiencing a public health emergency that has resulted in a shortage of personal protective equipment for first responders. To assist, many DC fashion leaders have lent their skills, patterns, fabric, and time to produce face masks. We commend these efforts to provide equipment to those on the front line and want to share additional information from CDC regarding proper use, construction and maintenance of homemade "face masks." Ultimately, we hope to bring your attention to the tools in place to guide you as a creative, and to inform you as a business owner.

Simple Respiratory Mask

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[Main Article](#)

Figure

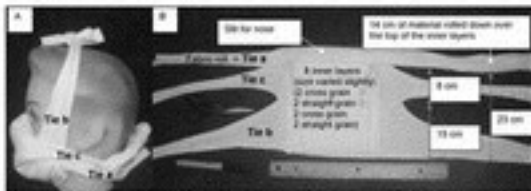


Figure. Prototype mask. A) Side view, B) Face side. This mask consisted of 1 outer layer (=37 cm × 72 cm) rolled and cut as in panel B with 8 inner layers <18 × 18 cm> placed inside (against the face). The nose slit was first placed over the bridge of the nose, and the roll was tied below the back of the neck. The area around the nose was adjusted to eliminate any leakage. If the seal was not tight, it was adjusted by adding extra material under the roll between the cheek and nose or by pushing the rolled fabric above or below the cheekbone. Tie b was tied over the head. A cloth extension was added if tie b was too short. Finally, tie c was tied behind the head. The mask was then fit tested.

[Main Article](#)

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See the *Simple Respiratory Mask* and Homemade face mask examples above.

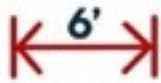
From the CDC Guidance on the construction of face masks:

In settings where face masks are not available, health care professionals (HCP) might use homemade masks (e.g., bandana, scarf) for care of patients with COVID-19 as a last resort. However, homemade masks are not considered PPE, since their capability to protect HCP is unknown. Caution should be exercised when considering this option. Homemade masks should ideally be used in combination with a face shield that covers the entire front (that extends to the chin or below) and sides of the face. To Reiterate, per CDC: The homemade mask is not your first line of defense. [Read more on the CDC's site](#) or the [journal article](#) referenced on left.

Using Non-Medical Masks or Face Coverings

DC Health Guidance About Using Masks and Other Face Coverings can be viewed [here](#) and information appears below.

TIPS FOR USING NON-MEDICAL MASKS OR FACE COVERINGS



Masks or face coverings do not eliminate the need for **social distancing** and staying home when sick!



Before putting on a cloth mask, **clean hands** with soap and water or use hand sanitizer.



Cover **mouth and nose**, make sure there are no gaps.



Avoid touching the mask when using it.



After using, **toss single-use masks in the garbage** or immediately **wash cloth masks** and clean your hands with soap and water or use hand sanitizer.



Please **don't purchase N95 respirator masks**, they are needed for healthcare workers and first responders.

CORONAVIRUS.DC.GOV



DC HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

GOVERNMENT OF THE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

DC Medical Reserve Corps

Mayor Muriel Bowser is encouraging volunteers to join the DC Medical Reserve Corps (DC MRC), which supports the DC Department of Health (DC Health) in its role as lead for public health and medical emergency

preparedness, response, and recovery by recruiting, training, and deploying, medical and non-medical volunteers, who are at least 18 years of age, to assist with planned events and emergencies. Your CFAE Commissioner Jason Anthony will be serving alongside you.

To learn more or to download the online registration form, use the link below:

<https://dchealth.dc.gov/mrc>

Inspo for Business Owners and Creatives

Shifting the way we do business:

Would you collaborate with a fellow small business owner?

Is there a business whose service complements your product? Would your customers and their customers buy your goods as a package deal? For example, a fitness trainer conducting online sessions could sport one of your t-shirts and sell them through their website at a reduced price packaged with their workout sessions.

Would you partner with a neighboring business?

For example, you could set up a countertop display advertising your \$25 Gift Certificates, purchasable now at a restaurant on your block functioning as a take-out location in accordance with the COVID-19 Response guidelines, for a shopping experience in the future.

Would you host an online pop-up shop for a fellow maker on your website?

Are you a DC-based retailer willing to temporarily sell goods by another designer or maker as a digital pop-up?

Even though we are unable to conduct business as usual, we want to help inspire you to continue creating and looking forward. Do continue to let us know how you are operating and who you are collaborating with at

[@CFAE_DC](#).

CFAE Events

Events by or in partnership with The Commission on Fashion Arts and Events are postponed until further notice. Stay connected with us by visiting cfae.dc.gov and follow us at [@CFAE_DC](#).

About the Commission on Fashion, Arts and Events

The District of Columbia Commission on Fashion Arts and Events (CFAE) was established in May 2013 to promote the fashion and beauty industry as

a viable economic resource in the nation's capital. The Commission provides recommendations and advises the DC government on initiatives that support the cultivation and growth of the industry. Our vision is to develop a group of fashion and beauty leaders who can support the development of the creative economy and position Washington, DC as a competitive market for the fashion and beauty industry.



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