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HURRICANE HARVEY RELIEF

The childrenswear industry steps up to aid those affected by Hurricane Harvey.

Aleda Johnson | September 5, 2017



In response to the devastation wrought by Hurricane Harvey, the children's fashion industry is showing that hearts are as big as everything else in Texas. [Dallas Market Center](#) and [Delivering Good](#) (formerly K.I.D.S./Fashion Delivers), for example, have launched initiatives to aid the affected region.

Dallas Market Center created [DMC Cares](#) with a mission of garnering \$1 million in support from financial and product donations, encouraging exhibitors and attendees to join in achieving their giving goals. The organization is accepting immediate donations of essential items like toiletries, diapers, wipes, formula, socks and underwear along with launching a clothing drive. Helping with the recovery and rebuilding process, DMC Cares is also collecting home décor and lighting products to be used in the coming months.

"This catastrophe is unprecedented but I am confident that the supportive spirit we create and the actions we are taking together will help our neighbors today and tomorrow," says Cindy Morris, president and CEO of Dallas Market Center. "We call upon our industry to unite and to support DMC Cares in whatever way possible."

[Delivering Good](#) is also collecting clothing and toiletry donations as well as cash to help transport and distribute merchandise to communities in Texas. Initial donors supporting these efforts include Anew Legwear, BOBS from Skechers, Carters, Delta Children, Evenflo, Gymboree, Hanesbrands, Haddad Brands, Ikea, Jade Marketing Group, Li & Fung, Lollytogs, Perry Ellis, Tailored Brands and Sternlein. The nonprofit is also coordinating with industry organizations like AAFA, CFDA, HFPA, Accessories Council, JPMA, ABC Kids Expo, LIMA, Toy Industry Foundation and others to engage the industry in this humanitarian response.

Burlington Stores is even providing \$100,000 in store gift cards to help residents replace their belongings.

"We are pleased with the early response from many of our generous product donors, but we will need much more assistance to help alleviate the damage caused by this catastrophic storm," says Delivering Good Chairman Allan Ellinger.

Those wishing to follow the Delivering Good donation efforts can visit the disaster [link](#).

For more information about donating to DMC Cares, email dmccares@dallasmarketcenter.com. Dallas Market Center also suggests donating to the American Red Cross via their website, www.redcross.org, by calling 1-800-RED CROSS or by texting the word HARVEY to 90999 for a \$10 donation.