



CORONAVIRUS | APR 6, 2020 |

The design industry gives back: How dozens of brands are contributing to coronavirus relief efforts



By [Marina Felix](#)

The strain that [the coronavirus](#) is inflicting upon the global health sector is devastating—critical shortages of supplies, high-risk circumstances for medical staff and dwindling funds

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for many facilities. In a profound and heartwarming display of community, people and companies outside the medical sector are pitching in to support the all-consuming COVID-19 relief efforts. To tally every contribution is an impossible task—but *BOH* has compiled dozens of design industry names and their initiatives below, to celebrate how each is doing its part to contribute during this crisis.

Updated April 16 to include GoodWeave, Stark & Scalamandré and Your Home Collaboration.

SALES THAT GIVE BACK

These brands are donating a portion of their proceeds to organizations that are on the front lines of the coronavirus fight. Start shopping!

Aerin

In an effort to support the communities of the tri-state area, the luxury lifestyle brand [Aerin](#) is donating 20 percent of sales from its home decor and tabletop and bar categories to [God's Love We Deliver](#)—a nonprofit organization that prepares and delivers meals to people unable to provide or prepare food for themselves—through April 15.

Artsy

This month, the online art platform has announced that it will donate 10 percent of sales from its “Give Back” collections to the COVID-19 Solidarity Response Fund for the World Health Organization. The other proceeds will go to the represented galleries and their artists. This comes as part of Artsy’s recently launched #ArtKeepsGoing campaign, created to unite the art world and art industry at large. “This moment in time is unprecedented for the world and our respective communities,” says **Marina Cashdan**, vice president of editorial, brand and creative at Artsy. “With the physical art world indefinitely closed, we wanted to demonstrate how art keeps going during times of crisis and uncertainty.”

Bend Goods

The Los Angeles–based wire furniture company is offering 30 percent off its online sales, donating a portion of the proceeds to Project Angel Food Bank, a nonprofit organization that is providing free, nutritious meals to the local community.

East Fork’s Gift a Mug

The Asheville, North Carolina–based ceramics company [East Fork](#) has launched an initiative called [Gift a Mug](#) to support [Vecinos](#), a free clinic that serves uninsured and underinsured patients working on farms. For every mug purchased, the \$25 will go directly to Vecinos, and the mug will be gifted to a health care worker at Mission Hospital.

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The North Carolina-based upholstery and leather company Aria Designs has secured funding from CIT Group to tap into its global supply chain and manufacturers to bring N95 surgical masks to health care facilities across the state.

Austin's Couch Potatoes

On March 20, the Texas-based furniture store and manufacturer began sewing face masks and hospital gowns to help fill the shortages presented by the spread of COVID-19. The company is partnering with [Austin Disaster Relief Network](#) to get the supplies to those local facilities, and aims to make 3,500 (free) masks a day, adding hospital gowns to their production list.

Avery Boardman

Custom upholstery brand Avery Boardman has been gathering materials and reaching out to manufacturers to donate supplies to mask and medical equipment to hospitals.

Baker

The contemporary furniture brand Baker has dedicated its U.S. manufacturing facilities, design resources and high-quality fabrics to the production of masks and gowns, all of which will be donated to local hospitals in North Carolina.

Century Furniture

Working with companies like Sherrill Furniture Brands, Century Furniture is donating materials to the Owosso, Michigan-based furniture company Woodard to [assist in the production of masks](#).

Cerno The Laguna Beach, California-based lighting company has set out to manufacture approximately 10,000 face shields to donate to local hospitals. In the words of co-founder **Daniel Wacholder**, “Everyone has something they can contribute to this fight. We saw a need to make something, and that is what we do.”

Classy Art

For a limited time, while supplies last, the Houston, Texas-based wall décor company is giving free disposable masks to retailers, accepting requests [via email](#).

The Company Store

The Company Store has donated 600 units of cotton sheet to TX N95, Quilting for a Cause, Sewing Masks for Atlanta Hospitals and Project Runway alumna **Amanda Perna**, all of whom are using the fabric to sew face masks.



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