

## **Table Discussion Ideas on how we as Image Professionals can take an active role in inclusive fashion:**

- Work with local, young designers to come up with new ways to incorporate 'inclusive' into their fashion designs;
  - Brail tags for the blind
  - Magnetic fasteners
  - Velcro options
- Work with local designers to take ready-made clothing and make it 'adaptive' and put on a 'Runway of Dreams' fashion show.
- Work with local designers to take clothes from consignment stores and make them 'adaptive' put on a Sustainable and Inclusive Fashion Show.
- Work with local differently abled care givers to bring awareness to the lack of inclusive fashion.
- Actively promote and communicate through our social network any brand or manufacturer who does make fashion items for the differently abled.
- Train differently abled individuals on how to do Style, Color and Closet consultations so they can adapt this training to suit differently abled and then give consultations themselves.
- When training new Image Consultants add a section to the training about "Inclusive Fashion" and how they can impact change and make a difference.

- Identify local big influencers who may have, or be related to, someone who is differently abled and work with them to sponsor a “Runway of Dreams” fashion show. Or, use their influence to get local designers to make adaptive clothing.
- Go to local centers that cater to the differently abled and see how as Image Consultants we can collaborate with them to make getting dressed easier and more fun.
- Collaborate as chapter members or with other chapters to get sponsorship to put on a Runway of Dreams fashion show.
- Get AICI members who have actively worked with the differently abled to share their stories and learning outcomes through the AICI Web Site.
- Run workshops with local designers, young fashion designers and differently abled so designers can hear for themselves the issues differently abled people have when getting dressed.
- Run workshops to get the differently abled to design themselves the perfect fashion item.
- Get involved, blog, conduct interviews with special Olympic or Wounded Warrior events and communicate the importance of being able to dress themselves.
- Encourage a local celebrity to get involved in ‘Inclusive Fashion’ . Get them to hear for themselves the difficulties the differently abled have in dressing them selves. Let them hear from differently abled children that they just want to look like every other kid.

- Get local young designers involved with designing team outfits at Special Olympics or Wounded Warrior events.
- Use our global social media network to communicate the importance of 'Inclusive Fashion'...be a GLOBAL VOICE.



<https://www.youtube.com/watch?v=riZPN8WAcEM>



# TOMMY HILFIGER RUNWAY OF DREAMS



<http://usa.tommy.com/en/kids-runway-of-dreams-adaptive-clothing>

<https://nbzapparel.com/about-us/>

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## About Us

### *NBZ<sup>®</sup> Apparel International*

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NBZ<sup>®</sup> Apparel International is an Ohio-based apparel maker and on-line clothing retailer which serves customers in the United States and around the world. As a social good company we are committed to making a life-changing difference in the lives of disabled veterans, amputees, stroke victims, seniors, as well as adults and children with disabilities such as Down syndrome, autism, Alzheimer's, Multiple Sclerosis, Parkinson's, Cerebral Palsy, ALS, and more.

Our Downs Designs<sup>®</sup> and NBZ<sup>®</sup> (No Buttons Zipperless) pants have been featured at the White House and have received highly positive press coverage from CNN, CBS, ABC, Fox, AOL, Staples, Huffington Post, and 75 news media worldwide. Our brands are worn by people in 10 countries and NBZ<sup>®</sup> Apparel is a strong supporter of America's veterans. We are committed to donating our clothing to wounded veterans at VA hospitals through an affiliated non-profit organization.

#### What We Believe

Dignity. Confidence. Independence.

To NBZ<sup>®</sup> Apparel these are more than just words. They are the right of every man, woman, and child to live their life *without* limits or boundaries. Yet, for people living with a disability, it takes courage, strength, and perseverance to overcome all kinds of limitations. For example, clothing for people with disabilities is often hard to find, poorly made, or unattractive. In other words, limiting. That's why NBZ<sup>®</sup> Apparel International offers a line of high quality, fashionable clothes designed to make a difference in people's lives.



<https://www.youtube.com/watch?v=cSgxJ-BIWjM>

*Zappos Adaptive | Functional and Fashionable Products to Make Life Easier*

**Zappos**  
adaptive

Functional and  
Fashionable Products  
to Make Life Easier



**PLAY VIDEO**



# Zappos Adaptive;

## *About Zappos Adaptive*

Zappos Adaptive started with a single phone call from a grandmother whose grandson could not tie his own laces. She needed laceless shoes, and at the time we could not help her find the right shoes that would fit his size. This call sparked our desire to better serve our customers by offering shoes and clothing that are BOTH functional and fashionable to fill a variety of needs.

Since that call, we have spoken to many customers directly about their needs; some of whom have disabilities themselves and others are caregivers to family members who have disabilities. This led us on a journey to find clothing and footwear for men, women, and kids that have special or unique features and bring them together in one online shopping experience.

### ***What is adaptive clothing?***

*Adaptive clothing is clothing designed for people who experience difficulty dressing themselves due to an inability to use closures, such as buttons and zippers, or due to lack of full range of motion required for self-dressing. A common misconception of adaptive clothing is that it is only for those who use wheelchairs or others who suffer from severe disabilities. While these groups do benefit from the garments, adaptive clothing is for anyone who feels limited by traditional clothing.*

We truly believe that mainstream fashion can be available for all, and we have found some remarkable brands that have addressed some of the needs expressed by our customers. We are starting out by focusing on particular needs and will be expanding as our customers continue to share with us.

We now offer an ever-growing collection of 4-way reversible clothing, meaning clothing that is reversible front-to-back and inside-out. This is huge for kids and adults who need to get clothing on right the first time without it turning into a frustrating experience.

Then, for children and adults who have sensitivity issues, we carry sensory-friendly tops and bottoms made with super-soft fabrics that feature the seams sewn down to minimize irritation to the skin. These fabrics make wearing clothes fun again!

We're working with our partners to also showcase a collection of footwear with special or unique features—including diabetic footwear, orthotic-friendly shoes (Hello, Converse! We're loving you right now!), slip-on shoes, bump-toe shoes, and footwear with cords and bungee fasteners, or old-school hook-and-loop fasteners that pull apart and fasten with ease time and time again! Shout out to Vans, Nike, Keen, and Propet for creating easy-to-put-on shoes that already have so many of these features.

We are just getting started, and we are so excited about the possibilities for better serving our customers. If you would like to give us some constructive feedback on how we're doing or have some product ideas, please reach out and let us know! We're on standby 24/7: 1-800-927-7671.





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