

Identifying the Gap between Adaptive Clothing Consumers and Brands

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Abstract : The current adaptive clothing brands are limited in numbers and specific categories. This study explores clothing challenges for children with Down syndrome and factors that influence their perception of adaptive clothing brands. Another aim of this study was to explore brands' challenges in the adaptive business and factors that influence their perceptions towards the adaptive market. In order to determine the market barriers affecting adaptive target market needs, the researcher applied Technology Acceptance Model. After interviewing and surveying parents/caregivers having children with Down syndrome and current adaptive brands, the results found education as the significant gap in the adaptive clothing market yet to be overcome. Based on the finding, several recommendations were suggested to improve the current barriers in the adaptive clothing market.

Keywords : adaptive fashion, disability, functional clothing, clothing needs assessment, down syndrome, clothing challenge

Conference Title : ICFAFI 2022 : International Conference on Fashion Aesthetic and Fashion Industry

Conference Location : Dubai, United Arab Emirates

Conference Dates : September 27-28, 2022