

Identifying the Gap Between Adaptive Clothing Consumers and Brands

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Abstract : The current adaptive clothing brands are limited to numbers and specific to categories. However, a few companies are focusing on consumers having Down syndrome, especially in children's wear. 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, 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

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