

## **Social and cultural anthropology**

The Inclusion of people with physical disabilities through fashion

**To what extent can fashion be a tool for the inclusion of people  
with physical disabilities?**

MARIA LUIZA COMAR GAYOTTO

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## I. Introduction

Since humanity first came to understand themselves as humans, the idea of social standards - that everyone should have similar characteristics - has existed. Getting to know various individuals or groups used to be dangerous since in order to connect with the unfamiliar, it was, and still is, required to leave the comfort zone and social bubble that a human is born into.

From what can be seen from society nowadays, people always see the different as incorrect, threatening, and negative<sup>1</sup>. A person with a physical, mental, or sensorial disability is a real-life example of how society may view someone different as a burden. According to some historical evidence, innocent individuals with mental or physical disabilities were burned because they were believed to be under the devil's control in the early Middle Ages. Investigating deeper, even the term *disability* is derived from the word *disabled*, which implies that someone with a disability is unable to live.

Throughout history, people with disabilities have been oppressed, denied basic human rights, and in many cases, ignored. However, as a result of the Second World War, new perspectives on Human Rights began to be spread and investigated globally. As a result of new discussions and ideas, people faced new challenges and demands to achieve respect, dignity, and equality for all. Among these needs, was for an individual with disabilities to be fully integrated into society.

The process of enhancing changes, access to resources, voice, and respect for rights to improve the terms of participation in society, especially for those who are disadvantaged, is known as Social Inclusion<sup>2</sup>. According to the United Nations, Social

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<sup>1</sup> augustojribeiro.blogspot.com. (2011). *Por que o diferente incomoda?* [online] Available at: <http://augustojribeiro.blogspot.com/2011/06/por-que-o-diferente-incomoda.html> [Accessed 17 Jul. 2021].

Inclusion should benefit everyone, regardless of disability, and is not a concept that should be used and applied only to those with a specific disability<sup>2</sup>. For example, if only left-handed scissors are available and a person is right-handed, all scissors must be adapted so that everyone can coexist in society.

More than one billion people worldwide live with some form of disability, according to the World Disability Report<sup>3</sup>; meaning that a large part of the population has a disability and must have some social function, like any other human being. According to Durkheim, who is considered as one of the founders of sociology, social concepts originate from a group's collective behavior and thought<sup>4</sup>. According to him, a person who grows up in a family that discriminates against people with disabilities for example, is more likely to adopt the same attitudes<sup>4</sup>. For this reason, he believes that the difficulty of including people with disabilities can be attributed to the past, family and external influences<sup>4</sup>. Consequently, it is essential that individuals broaden their horizons and develop a critical perspective that allows them to put themselves in the reality of others.

One way to break and go further in the sense of Social Inclusion is through fashion. Fashion creates groups, characterizes the way a person can be defined, and has a significant influence on the world's economy and people's behavior, being also a social instrument to provoke changes. But more than that, fashion is also a way of

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<sup>2</sup> United Nations (2016). *Identifying social inclusion and exclusion A. The concept of social inclusion*. [online] pp.17–32. Available at: <https://www.un.org/esa/socdev/rwss/2016/chapter1.pdf> [Accessed 16 Jul. 2021].

<sup>3</sup> Organization, T.W.H. (2021). *WORLD REPORT ON DISABILITY*. [online] Available at: <https://documents1.worldbank.org/curated/en/665131468331271288/pdf/627830WP0World00PUBLIC00BOX361491B0.pdf> [Accessed 2021].

<sup>4</sup> Social Sci LibreTexts. (2018). *1.2F: Durkheim and Social Integration*. [online] Available at: [https://socialsci.libretexts.org/Bookshelves/Sociology/Introduction\\_to\\_Sociology/Book%3A\\_Sociology\\_\(Boundless\)/01%3A\\_Sociology/1.02%3A\\_The\\_History\\_of\\_Sociology/1.2F%3A\\_Durkheim\\_and\\_Social\\_Integration#:~:text=According%20to%20Durkheim%2C%20people](https://socialsci.libretexts.org/Bookshelves/Sociology/Introduction_to_Sociology/Book%3A_Sociology_(Boundless)/01%3A_Sociology/1.02%3A_The_History_of_Sociology/1.2F%3A_Durkheim_and_Social_Integration#:~:text=According%20to%20Durkheim%2C%20people) [Accessed Aug. 2022].

expression, because through it, people can express ideas, stories, beliefs, and transmit messages.

The act of simply choosing a piece of clothing to wear is an important part of everyone's daily lives since the person is choosing what message it wants to transmit. However, not all people have the option to make this choice, because not everyone feel represented by their clothes. Despite the fashion business has been growing in a representative sense, few stores put their inclusive ideas into practice. For an interview for Forbes, Kelly Cat-Wells, the founder, and CEO of disabled talent agency C Talent and Zerra Studios affirms that disabled people constitute the largest minority group in the world, and yet are the most underserved and underrepresented<sup>5</sup>. Either way, fashion should be a tool, that with, or without disability, the person that is looking for a product, can find and feel represented and confident by it.

## **II. Methodology**

I do not have any type of physical disability; however, it is always necessary to have an open and empathetic view of the other, expand the social bubble imposed by society and explore other possibilities, breaking what is considered "strange or weird". As a student and an adolescent interested in learning more about societal aspects, I am fascinated by seeing how other human areas, such as fashion, are free for everyone to participate in and self-express. However, many people are still being left out and are not even having the guarantee of their rights, being excluded - which cannot happen in the twenty-first century.

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<sup>5</sup> KEELY CAT-WELLS. (n.d.). *KEELY CAT-WELLS*. [online] Available at: [https://keelycatwells.com.translate.google/? x\\_tr\\_sl=en& x\\_tr\\_tl=pt& x\\_tr\\_hl=pt-BR& x\\_tr\\_pto=sc](https://keelycatwells.com.translate.google/? x_tr_sl=en& x_tr_tl=pt& x_tr_hl=pt-BR& x_tr_pto=sc) [Accessed 23 Jul. 2021].

Based on primary and secondary sources, it will be investigated the reality of people with physical disabilities in Brazil, the fashion market, and the relationship between fashion and social inclusion. The primary sources include an interview with a specialist (Daniela Auler), who has worked with Fashion Inclusivity for over ten years; research conducted with 70 students from my school community, the majority of whom are between the ages of 14 and 17 years old, to investigate how fashion is a part of their lives and what fashion represents to each of them; and two interviews with Evani Calado and Marcelo de Marco, who are paralympic boccia athletes for the Brazilian official team and have cerebral palsy, to truly understand the role of fashion in their lives. The secondary sources used to supplement the investigation include articles, books, reports, and case studies.

Firstly, it will be examined what fashion is, its role in society, market evolution, and how it is viewed as a tool for self-expression. Following that, it will be discussed why the different is always perceived as negative, and how this relates to discrimination against people with disabilities throughout history. With that in mind, fashion is introduced as a way to break and go further in the sense of Social Inclusion for people with disabilities. Finally, all information will be compiled to draw conclusions and reflect on how differences shape society, intending to demonstrate that Fashion Inclusivity creates a path for everyone to belong.

Throughout the writing process, I will be able to respond to the essay's research question: *To what extent can fashion be a tool for the inclusion of people with physical disabilities?* This question is motivated by a desire for justice and to help people with physical disabilities feel dignified, independent, and capable of being whomever they want to be.

### III. Development

#### About fashion

Fashion is defined as “*any mode of dressing that is prevalent during a particular time or in a particular place*”, by the Britannica Dictionary<sup>6</sup>. However, there is no correct way on defining fashion because it is constantly changing, full of new trends, cultural aspects, and adaptations for how the world is understood. Looking at a fashion evolution timeline, it can be seen that in the past, fashion was only understood as something futile, with luxurious patterns and famous brands, and people felt that to make their own space in fashion, they needed to belong to a group.

However, in the 1960s<sup>7</sup>, fashion broke the formalism and dress patterns, and for the first time, women wore clothes similar to men, breaking what was thought to be correct and beginning to meet the needs of the individual as a member of a group, as well as the need to express ideas and feelings through clothing.

Nowadays, fashion is a way of empowering and including, mean of expression and evidence of humanity’s evolution. According to data from the International B2B platform Fashion United, fashion is

[...] the largest segment by global revenue in direct-to-consumer e-commerce, with sales of US\$525 billion annually. In addition, it grows, on average, 11.4% per year and the expectation of revenue for 2025 is US\$ 1 trillion. Valued at 3 trillion dollars, the global fashion industry represents 2% of the world's GDP employing more than 57 million people in developing countries only<sup>8</sup>.

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<sup>6</sup> www.britannica.com. (n.d.). Fashion Definition & Meaning | Britannica Dictionary. [online] Available at: <https://www.britannica.com/dictionary/fashion> [Accessed 1 Jul. 2021].

<sup>7</sup> VLK, R. (2022). *Anos 60: a moda na década que quebrou paradigmas*. [online] Revista VLK. Available at: <https://revistavlk.com.br/anos-60-a-moda-na-decada-que-quebrou-paradigmas/> [Accessed 9 Oct. 2022].

<sup>8</sup> Vilaça, J. (2022). *Fashion Industry Statistics: The 4th Biggest Sector Is More Than Clothing*. [online] Fashinnovation. Available at: <https://fashinnovation.nyc/fashion-industry-statistics/> [Accessed 15 Dec. 2022].

More than global numbers, fashion impacts daily life as well. A person's choice on what to wear every day heavily influences the first impression this person transmits, being a powerful communication instrument<sup>9</sup>. For instance, typically formal dressing has the aim of conveying the image of authority, professionalism, and sharpness, which is why many people believe that wearing business attire makes them look smarter, reliable, and competent. All these assumptions are true since people in professional areas are generally seen as the ones with more authority and power while wearing this type of clothing<sup>9</sup>.

Appearance, dress, and posture have all been found to communicate personality traits, occupations, and social roles. Every day, all the time, people form first impressions of others. Complex judgments are based on appearance and happen in less than half a second, serving as evidence of how fashion influences people's behaviors and first impressions<sup>10</sup>.

### **Research conducted with students to investigate the role of fashion in their lives**

The interest and growth of fashion nowadays also attract the attention of young people as many of them want to study fashion at university and have already begun to create their own brands, which were not common or recognized in the past. Considering that, a study was conducted with 70 students from my school community, the majority of whom were between the ages of 14 and 17 years old, with the objective

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<sup>9</sup> Fashion as Communication. (2011). *Fashion as Communication*. [online] Available at: <https://fashionascommunication.wordpress.com/> [Accessed 10 Nov. 2022].

<sup>10</sup> Zebrowitz, L.A. and Montepare, J.M. (2008). Social Psychological Face Perception: Why Appearance Matters. *Social and Personality Psychology Compass*, [online] 2(3), pp.1497–1517. doi: <https://doi.org/10.1111/j.1751-9004.2008.00109.x>.



of investigating how fashion is present in their lives and what fashion represents to each one of them.

According to the findings of the study, 48.3% of all students truly love fashion. The numbers and data gathered, revealed that fashion is more than just having or being a stylist: fashion is now a lifestyle, with 20% of students planning to work in the fashion industry in the future or already developing projects.

With the research and answers, another aspect also caught my attention on how fashion is connected to freedom. As the student, Maria, that wants to create her fashion brand, wrote:

Self-expression, art, and fashion walk together always. For me, fashion is where you can express what words cannot do: you can express yourself in every way you want, and imagine your feelings, thoughts, personality, beliefs, and tastes. Fashion is way more than just clothes: It communicates, impacts move people, brings them together, and keeps them apart. That is what I like most about fashion: I can express myself through it, without feeling judged.

## **Social Inclusion**

Another term approached in the research was Social Inclusion, and, according to the students that participated in the study, the first word that comes to their mind when they hear the term Social Inclusion is: "dignity", "opportunity", "equal rights", "the act of including", or even "accepting others and being accepted".

The process of enhancing opportunities, access to resources, voice, and respect for rights with the goal to improve the terms of participation in society, particularly for those who are deprived, is known as Social Inclusion<sup>11</sup>. And, with the survey, it was shown that 65% of students think that fashion and social inclusion are related. However, another provocative question raised in the research was why

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<sup>11</sup> The World Bank (2018). *Social Inclusion*. [online] World Bank. Available at: <https://www.worldbank.org/en/topic/social-inclusion> [Accessed 17 Jul. 2021].

inclusive fashion is not more invested in or recognized in Brazil. According to 77% of the students, Brazil is not an inclusive country, and additionally, many public policies, as well as the city infrastructure, are not intended to guarantee that everyone has a decent living standard. Furthermore, according to them, fashion for people with disabilities is still underinvested due to a lack of awareness and investment, as well as the fact that society still does not have knowledge about the topic.

### **Fashion Inclusivity: Interview with Daniela Auler**

Many hypotheses on the topic of Fashion Inclusivity may arise and differ from person to person, as it depends on each individual's unique perspective on the topic. However, in order to obtain a more professional perspective, an interview with Daniela Auler was conducted. Daniela Auler has a degree in Fashion Design, with a specialization in Sustainability and Social Responsibility. Her journey with fashion for people with physical disabilities began a few years ago when she conducted research in a hospital, intending to discover how she could make everyday life easier for someone with a deficiency. After the research, Auler realized that she had a new area, almost unexplored, in which she could act and create a better, and more equitable living environment for those who have some type of disability, through fashion.

According to Auler, Fashion Inclusivity began organically in three key areas: Environmental, Economic, and Social. The first axe is the environmental field because they re-signify pieces of clothing and give new meaning to previously worn clothing. Consequently, the sector of economics is also impacted, since the new fashion business generates new jobs for seamstresses, people with disabilities can work as models and designers, giving new opportunities for people that were always excluded.

As a result, the final axe is social, because Fashion Inclusivity values society as a resource for change.

In Auler's opinion, fashion has always been the flagship of new behaviors, because it represents society's ideas and expression, meaning that humanity must evolve with fashion. For the specialist, fashion must be seen in a cyclonic way and not only in the sale of products, as people with disabilities are constantly participating in the production, choosing, modeling, attending, working on the market, and occupying high positions. From the interview, it can be concluded that the true importance of Fashion Inclusivity, besides economics fields, is accessibility, social protagonist, and representation since it opens a space for belonging.

Brazil, on the other hand, is not considered to be an inclusive country. There are still many public measures that must be implanted, such as the improvement of the street infrastructure, education inclusivity, and increase in market opportunities. Specifically, in the fashion industry, there are still many things that need to change: nowadays, it is nearly impossible to find a fast fashion brand with an inclusive line, demonstrating how people with physical disabilities do not have their needs attended<sup>12</sup>. The business market must recognize that a line for people with disabilities will not only attend people with disabilities, but everyone, because with Fashion Inclusivity every person can accept their bodies and use fashion as a tool to value their being and essence<sup>13</sup>.

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<sup>12</sup> Braunsteiner, M.-L. and Mariano-Lapidus, S. (n.d.). *A Perspective of Inclusion: Challenges for the Future*. [online] Available at: <https://files.eric.ed.gov/fulltext/EJ1055217.pdf> [Accessed 12 Jan. 2023].

<sup>13</sup> Matano, A. (2021). *Inclusive fashion is more than just size*. [online] The Ticker. Available at: <https://theticker.org/3684/opinions/inclusive-fashion-includes-more-than-just-size-inclusivity/> [Accessed 18 May 2022].

## Tommy Adaptive as an example of the Fashion Inclusivity world

Tommy Hilfiger brand, known for being the pioneer of classic American distinctive style, which has more than 16.000 associates worldwide, is an example of a successful brand that embraced Fashion Inclusivity<sup>14</sup>.

The brand launched an inclusive clothing line for children with disabilities. Tommy Hilfiger and Runway of Dreams, an organization dedicated to inclusive fashion, collaborated to create the first adaptive clothing line for children with disabilities. As seen from all the images located in the appendix, the collection is identical to Tommy Hilfiger's existing children's collection, with the exception that the pieces have been modified to make them more accessible for children with disabilities, which means magnets instead of difficult buttons or zippers, adjustable waistbands as well as sleeve and pant lengths<sup>15</sup>. *"Each piece has the same quality, fabric, and basic design that we offer in our other collections. The adaptations are discreet, with truly functional modifications that make it easier to wear and allow children and adults with disabilities to become independent and feel good about themselves"*, states the brand<sup>15</sup>.

The Tommy Hilfiger new line, Tommy Adaptive, serves as proof of the advantages that fashion for people with physical disabilities would face to the creation

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<sup>14</sup> br.tommy.com. (n.d.). *Adaptive – Tommy Hilfiger*. [online] Available at: <https://br.tommy.com/adaptive> [Accessed 11 Sep. 2022].

<sup>15</sup> Murray, R. (2016). *Tommy Hilfiger launches 'inclusive' clothing line for kids with disabilities*. [online] TODAY.com. Available at: <https://www.today.com/style/tommy-hilfiger-launches-inclusive-clothing-line-kids-disabilities-t75451> [Accessed 11 Sep. 2022].

of new businesses, new designers, new job opportunities, and innovation to society, bringing sensations of inclusion<sup>16</sup>.

### **The different as threatening**

Conversely, with all these advantages that Fashion Inclusivity brings, fashion for people with physical disabilities is still not very invested, and this fact is related to society's structure. The world is extremely multicultural, and globalized, where many new perspectives are always interacting. Then, why do humans act like it is so difficult to accept what is different? Because the difference does not present the same characteristics that a person is used to. If a person has a different mindset, has a different opinion, is from a different place, has a different accent, and is not similar physically, people tend to avoid contact.

It has been already proved by neuroscientists that when a person enters a room, in which he or she does not know anyone, it is common for the person to sit next to another person who is similar physically or who has some characteristics that remind him or her of something he or she already knows - proving that humans can sometimes be afraid of the unknown and the different. Since the stone age, people have had this image of negativity and fear over something, or someone, different. That is why, since the day a person is born, is already inserted in a social bubble, and when they are faced with something different from their reality, they tend to be scared and

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<sup>16</sup> Gallucci, N. (2018). *Tommy Hilfiger unveils innovative clothing line for people with disabilities*. [online] Mashable. Available at: <https://mashable.com/article/tommy-hilfiger-tommy-adaptive-disability-friendly-clothing> [Accessed 11 Sep. 2022].

feel threatened. In that way, the idea that humans should all be the same starts to spread, excluding everything different, because of fear<sup>17</sup>.

People with physical disabilities do not have the same characteristics as a person without a disability. In the past, newborns with disabilities were abandoned in a clay receptacle in Athens, Ancient Greece<sup>18</sup>. Execution of people with disabilities in Greece involved exposure, abandonment, or being thrown off a mountain<sup>18</sup>. Even the most famous philosophers of the time, such as Plato and Aristotle, supported the practice of massive killings and suggested that individuals born with disabilities should be removed from their works and excluded in the Greek towns<sup>18</sup>. In Rome, parents were permitted to kill their children with disabilities or leave them in baskets on the Tiber River, and those who survived were either exploited in cities or joined circuses<sup>18</sup>.

There have always been people with disabilities in the world and there always will be. According to data from The World Health Organization (2021), there are over one billion people who live with some form of disability<sup>19</sup>. Unfortunately, most of them are still oppressed, do not have their rights respected, and are always seen as a problem to society. If since early childhood, people had the opportunity to have blind teachers, or to walk through stores and see window displays of models in wheelchairs, this strangeness would not exist - but that was not the case because people with disabilities were always hidden.

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<sup>17</sup> augustojribeiro.blogspot.com. (2011). *Por que o diferente incomoda?* [online] Available at: <http://augustojribeiro.blogspot.com/2011/06/por-que-o-diferente-incomoda.html> [Accessed 17 Jul. 2021].

<sup>18</sup> Blog do Portal Educação. (2022). *Retrospecto histórico da pessoa com deficiência na sociedade.* [online] Available at: <https://blog.portaleducacao.com.br/retrospecto-historico-da-pessoa-com-deficiencia-na-sociedade/> [Accessed 1 Dec. 2022].

<sup>19</sup> Organization, T.W.H. (2021). *WORLD REPORT ON DISABILITY.* [online] Available at: <https://documents1.worldbank.org/curated/en/665131468331271288/pdf/627830WP0World00PUBLIC00BOX361491B0.pdf> [Accessed 2021].

## **Interview with Evani Calado and Marcelo de Marco**

To deeper investigate, I went to the primary source and decided to interview Evani Calado and Marcelo de Marco, to truly understand the role of fashion in their lives. Both are paralympic boccia athletes for the Brazilian official team and have cerebral palsy (a physical disability that is characterized as a group of disorders that affect movement and muscle tone or posture, caused by damage that occurs to the immature, developing brain<sup>20</sup>).

According to Evani Calado, the accessibility of the stores also falls short of what is desired. Most stores have small fitting rooms, which she cannot come in because of her wheelchair, causing her not to try on any clothes in the store (she needs to buy the piece of clothing, try it at home, and if does not fit, she has to go back and change or find another size - turning a simple day of shopping into a huge burden). She also states that many stores with more than one floor do not have elevators or accessible escalators, which reflects the lack of accessibility and inclusivity.

To Marcelo de Marco, fashion means feeling good and empowered with what your wear. However, he rarely leaves the house to buy something because he feels judged and not included. He concludes by saying that fashion and social inclusion should be related, but in practice, they are not. For Marcelo, that is because of the lack of opportunities, representativeness, and especially, accessibility and inclusion.

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<sup>20</sup> Mayo Clinic (2021). *Cerebral palsy - Symptoms and causes*. [online] Mayo Clinic. Available at: <https://www.mayoclinic.org/diseases-conditions/cerebral-palsy/symptoms-causes/syc-20353999> [Accessed 11 Jan. 2023].

#### **IV. Conclusion and Final Considerations**

The fashion industry must be aware that there should be no limitations when talking about freedom and empowerment. That way, it can be said that the biggest challenge for the future of the fashion industry is genuine inclusion, where everyone needs to belong. That is why, the future of the fashion industry needs to be more inclusive in all senses: with more accessibility in stores, more diversity among models to increase representativeness, inclusive lines of clothing, and a more empathetic view towards the other<sup>21</sup>.

First and foremost, as a student, during the process of the research I was able to learn more about how society works, making me recognize how Brazil and societal sectors, such as fashion, must evolve to include everyone, with or without a disability. This study prompted me to consider how human differences are vital for evolution and as a source of diversity, implying that each individual has distinctive characteristics and should be treated as unique.

It can be concluded that Fashion Inclusivity opens a path for everyone to belong. Fashion can, and should be, used as a tool for the inclusion of people with physical disabilities due to being innovative and representing the future, where everyone can be seen, heard, and encouraged to become the social protagonists of their own stories.

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<sup>21</sup> OHCHR. (n.d.). *Designing transformative solutions for disability inclusion*. [online] Available at: <https://www.ohchr.org/en/get-involved/stories/designing-transformative-solutions-disability-inclusion> [Accessed 11 Jan. 2023].



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## VI. Appendix



**Image 01:** The image above illustrates the inclusive clothing collection for the Tommy Hilfiger brand: Tommy Adaptive. It is possible to observe two children, a girl and a boy with physical disabilities, wearing the clothes from Tommy Adaptive.

Available at: Murray, R. (2016). *Tommy Hilfiger launches 'inclusive' clothing line for kids with disabilities.* [online] TODAY.com. Available at: <https://www.today.com/style/tommy-hilfiger-launches-inclusive-clothing-line-kids-disabilities-t75451> [Accessed 11 Sep. 2022].



**Image 02:** The image above illustrates the inclusive clothing collection for the Tommy Hilfiger brand: Tommy Adaptive. It is possible to observe three young girls, with some type of disability, and are wearing the clothes from Tommy Adaptive.  
Available at: Murray, R. (2016). *Tommy Hilfiger launches 'inclusive' clothing line for kids with disabilities.* [online] TODAY.com. Available at: <https://www.today.com/style/tommy-hilfiger-launches-inclusive-clothing-line-kids-disabilities-t75451> [Accessed 11 Sep. 2022].



**Image 03:** The image above illustrates the inclusive clothing collection for the Tommy Hilfiger brand: Tommy Adaptive. According to Mashable, the picture is being modeled by Jeremy Campbell (second on the left), Mama Cax (center), Jeremiah Josey (third on the right), Chelsie Hill (second on the right), and two children (a boy located on the right, and a girl on the left). It is possible to observe that all of them have some type of disability and are wearing the clothes from Tommy Adaptive.

Available at: Gallucci, N. (2018). *Tommy Hilfiger unveils innovative clothing line for people with disabilities*. [online] Mashable. Available at: <https://mashable.com/article/tommy-hilfiger-tommy-adaptive-disability-friendly-clothing> [Accessed 11 Sep. 2022].



**Image 04:** The image above shows Cheslie Hill, a dancer in a wheelchair, wearing pants from the inclusive clothing collection for the Tommy Hilfiger brand: Tommy Adaptive. The model is showing that the pants are made with velcro, showing that the clothes are accessible, making it easier to get dress. Available at: Gallucci, N. (2018). *Tommy Hilfiger unveils innovative clothing line for people with disabilities*. [online] Mashable. Available at: <https://mashable.com/article/tommy-hilfiger-tommy-adaptive-disability-friendly-clothing> [Accessed 11 Sep. 2022].



**Image 05:** The image above shows Jeremy Campbell, a Paralympic track and field medalist, wearing a shirt from the inclusive clothing collection for the Tommy Hilfiger brand: Tommy Adaptive. The model is showing that the shirt does not have buttons, but velcro, making it easier to wear the piece and with more accessibility.

Available at: Gallucci, N. (2018). *Tommy Hilfiger unveils innovative clothing line for people with disabilities*. [online] Mashable. Available at: <https://mashable.com/article/tommy-hilfiger-tommy-adaptive-disability-friendly-clothing> [Accessed 11 Sep. 2022].