

Enhancing Macy's Adaptive Shopping Experience

Presentation By:
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Goals

- Review adaptive product offerings from six key brands.
- Document standout product features and attributes.
- Evaluate online vs. in-store availability.
- Assess navigation, accessibility, and shopping ease.
- Recommend brands suitable for Macy's.



Tommy Hilfiger

Key attributes

- Semi-spread collar, functional top button, self-tie belt with D-ring, two side slip pockets, short sleeves.
- Magnetic closure on front designed to appear as a traditional button placket.
- Magnetic closures at shoulders designed to appear as traditional seams.
- Magnetic button fly, internal elastic pull-up loops, internal adjustable waistband.
- Hook and loop waistband fastening.
- Five-pocket styling.
- Magnetic button fly, internal elastic pull-up loops, internal adjustable waistband.
- Mockneck collar, two waist angled zipped pockets, self-fabric puller on pockets.
- One-handed extended magnetic zip pull to make dressing easier.
- Adjustable hook and loop fastening on sleeves.
- Size ranges from XXS-XXL.



*All products with magnets have this warning:
"Magnets are safety tested. If you have a pacemaker, consult your doctor before using our products."

Tommy Hilfiger

Accessibility In-Store and Online



- The Adaptive line is easy to find on the website.
- Each item includes detailed descriptions, highlighting both product specifications and accessibility features.
- The website does not specify whether items are online exclusives.
- It is recommended to call store locations in advance, as some may have limited stock of the Adaptive line.
- Kohl's is a good alternative, as it also sells Tommy's Adaptive line in select physical stores.

Tommy Hilfiger

Improvements

- Limited stock in physical stores makes it harder for customers to try items on before purchasing.
- Some adaptive pieces are priced higher than comparable non-adaptive items, which may limit accessibility.
- Online shopping experience could be improved with better filters (e.g. by type of disability or adaptive feature).
- Denim line could be improved by having customized length options (short, long, extra long).
- Did not explore the market of seamless backs or adapted shoes.



Tommy Hilfiger

Strengths



- Offers stylish, functional clothing specifically tailored for people with disabilities.
- Uses magnetic buttons, Velcro closures, and one-handed zippers for ease of dressing.
- Includes options for men, women, and children across various styles and occasions.
- Great variety of extended size ranges (XXS-XXL)
- Adaptive line is easy to locate online, with clear product images and detailed descriptions.
- As a well-known fashion brand, Tommy Hilfiger brings mainstream attention to adaptive fashion.
- Many adaptive items are available in a range of sizes, catering to diverse body types.

Billy Footwear – Zappos

Key attributes

- All products have the same zipper feature. coming around the top of the shoe.
- Nylon lining.
- Extra depth.
- Diabetic (A5500 coded).
- Round toe design.
- Slip resistant.
- Collapsible back.
- Wide variety of shoe size and widths (e.g. medium, wide, and extra wide width).



Billy Footwear

Accessibility In-Store and Online



- BillyFootwear.com
 - Filter options by width (e.g., wide), size, and adaptive features.
 - Offers clear guidance and sizing charts for orthotic compatibility.
 - Very limited options for women and men (mostly toddler).
 - No extended sizing for smaller sized adult feet.
 - Online does not specify in-store availability (best to call individual stores).
 - In certain locations Nordstorm has more options in-store.
- Zappos Adaptive
 - Many specific filter options for different needs.
 - More options for men and women.
 - Includes detailed user reviews from orthotic users.
 - Free returns help with trial-and-error fitting.
 - Online does not specify in-store availability (best to call individual stores).

Billy Footwear Improvements

- Zippers and soles may wear out after a few months, especially in kids' versions (kids with disabilities often drag their feet when learning how to walk).
- Some users report sticking or jamming over time with the zipper.
- Removing the insole may reduce cushioning.
- Not all styles available in wide widths.
- Certain designs may lack strong grip, which can affect stability.
- Need more options for adult shoes and extended sizing (size 5-12).
- Could explore professional adaptive shoes.



Billy Footwear Strengths



- Zipper opens the entire upper part of the shoe for easy step-in access.
- Accommodates AFOs (Ankle Foot Orthosis) and other orthotic devices.
- Removable insoles and availability in wide widths.
- Easy to put on/off for people with fine motor skill challenges.
- Reduces need for caregiver assistance.
- Trendy designs that don't look "medical."
- All the adult line shoes had great reviews

Unhidden Clothing

Key attributes

Pants

- Longer back seam.
- Excess removed from front hips.
- Excess removed from behind knees.
- Pockets are vertical so contents cannot fall out.
- Invisible zips at each side.
- Invisible zips on the leg hems.
- Adjustable front wrap to allow for changing stomach size.
- Elasticated back waistband.
- Openings within waist pockets for tube access.
- Lower leg pocket for wheelchair users.
- Internal elastic handles for ease of dressing.

Shirts

- Popper tape on sleeves (for port access).
- Popper tape at centre front.
- Raglan seam for better arm movement for manual chair users.
- Dead stock jersey fabric sourced in Bulgaria.
- Concealed zips at the front for port access.
- Openings in the side for tube access.
- Winged sleeves for arm movement.

Unhidden Clothing

Key attributes

Dresses

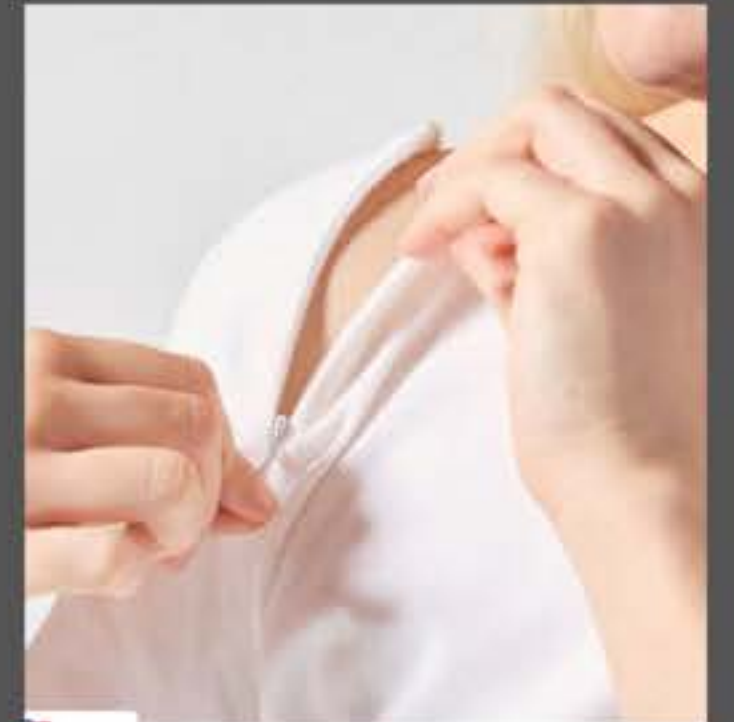
- Chest port access is easier through the keyhole.
- Pockets have openings for tube access.
- Concealed zip at front waist.
- Split hem so there is no pressure for wheelchair users.
- Concealed popper tape fastening at front.
- Concealed popper tape along sleeves.
- Buttonhole openings in all pockets for tubes to be passed through.

Skirts

- Wrap design with long tie.
- Silk feel Viscose fabric.
- Super stretch waistband.
- Internal elastic handles to aid dressing.

Unhidden Clothing

Key attributes - Pictured





Unhidden Clothing

Accessibility In-Store and Online

- Unhidden Clothing has no physical stores.
- Product pages provide comprehensive information about adaptive features and sizing to assist customers in making informed choices.
- Items are organized by type and specific needs, such as a dedicated "Seated" category for wheelchair-friendly clothing.
- Size guides were easy to understand and easily accessible.
- If the size a consumer needs is not available they list the email to contact and they will make it custom for the customer.
- Product features were displayed and specifically typed out for those with visual impairments.

Unhidden Clothing Improvements

- No specific mention of screen reader compatibility, keyboard navigation, alt text for images, or ARIA labeling.
 - The purpose of ARIA labeling is to provide a label for objects that can be read by assistive technology. The aria-label attribute provides the text label for an object, such as a button.
- Could add features like font size adjustment, contrast toggles, or text-to-speech options for improved usability.
- The line could expand to include more daily essentials like undergarments, shoes, and outerwear.
- Adaptive clothing may be less affordable for some disabled customers on fixed incomes.



Unhidden Clothing Strengths



- Features like zippers for feeding tube access and PICC line accommodation.
- Soft, comfortable fabrics suitable for those with sensory sensitivities.
- Designs informed by real experiences of disabled individuals and medical professionals.
- Invites users to share feedback on accessibility barriers.
- Founder Victoria Jenkins actively promotes disability visibility and adaptive fashion in mainstream media.
- Models with disabilities featured in fashion shows, like London Fashion Week.
- Clear information on adaptive features and fit.

Slick Chicks

Key attributes

Pants/Shorts

- Discreet front opening secured with snap buttons along the patch pocket for a polished look.
- Lowered front pockets designed for effortless access while seated, ensuring your essentials are always at hand.
- Raised back waist offers enhanced coverage, while the lowered front minimizes fabric bunching for a flattering fit.
- Cleverly designed detachable front panel secured by VELCRO® Brand Fasteners allow for easy adjustments and on-the-go convenience.

Shirts

- Elastic waist and clasp buttons for security, ensuring that the crop top stays comfortably in place while you move.
- Oversized fit, relaxed waistband, and cuffs for added comfortability and a laid-back style, allowing for unrestricted movement and a cozy feel.
- Features dropped armholes, making it easier to route your arms through the sleeves.
- Hidden opening designed for tube routing.
- Magnetic front zipper opening that simplifies the dressing process for individuals with limited hand dexterity.

Slick Chicks

Key attributes

Bras

- Innovative front zipper.
- Moisture-wicking fabric.
- Adjustable elastic straps feature rings and sliders for easy adjustability.
- Ribbed fabric under-band adds an extra layer of support.
- Overlapping front panels fastened securely using VELCRO Brand Fasteners, allowing for an adjustable fit that caters to your unique shape and preferences.
- Wireless designs.

Undergarments

- Hook & eye side closures offer a solution for self or assisted dressing, making it convenient and hassle-free.
- Moisture-wicking and antimicrobial fabric ensure you stay fresh and dry throughout the day, giving you the comfort you can rely on.
- The breathable cotton lining adds an extra layer of softness while protecting against accidental leaks.

Slick Chicks

Key attributes - Pictured





Slick Chicks

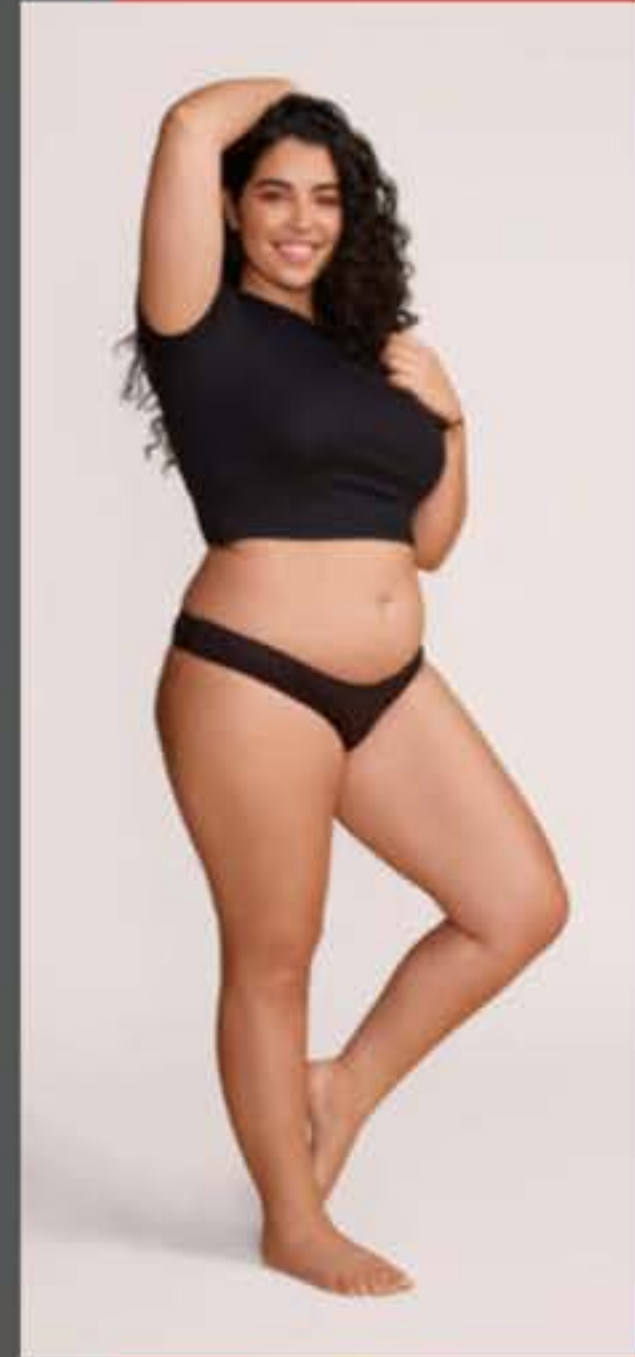
Accessibility In-Store and Online

- Slick Chicks has no standalone physical stores, but their products are available in select CVS and Target locations nationwide.
- In-store selection is limited, so most shoppers will need to purchase online for full access to product range.
- Website is minimal and easy to navigate.
- The site does not have a dedicated section highlighting all adaptive clothing, which would be helpful for users seeking specifically inclusive features.
- The brand does not offer free returns, which can be a barrier for individuals with varying body types who may need to try multiple sizes or styles.
- There is no explicit mention of screen reader support or WCAG (Web Content Accessibility Guidelines) compliance, making the accessibility for visually impaired users uncertain.

Slick Chicks

Improvements

- More inclusive sizing, especially in smaller sizes, could broaden accessibility (XS-5XL).
- Demonstration videos could help users better understand adaptive features.
- Increasing product lines so customers have more options.
- Work toward full WCAG, and earn certification that can be proudly displayed.
- Provide keyboard shortcuts, text-to-speech, and high-contrast modes for low-vision or neurodivergent users.



Slick Chicks

Strengths



- Presence in select CVS and Target stores increases brand reach.
- Merges adaptive function with modern, stylish design to reduce stigma.
- Tag-less designs and breathable fabrics cater to users with sensory sensitivities.
- Explores adapted undergarments which is a section of the market that no one else is in.
- Inclusive to new mothers as well.

Target Clothing

Key attributes

Pants/Shorts

- Wide-leg opening.
- Full elastic waistband.
- Flat seams and tagless.
- High rise for diaper coverage.
- Flexible drawstring at waist.
- Snaps at leg openings for ease of dressing.
- Pants have flexible drawstring and snugger fit at ankles.
- Flat seams and no tags.
- Adaptive design features front drawstring for ease of dressing.
- Belt loops allow for a customizable, stay-put fit.
- High rise for diaper coverage.
- Full elastic waistband.

Shirts

- Sensory-friendly design with flat seams and no tags.
- Shirt has crewneck and snap closures at shoulder.
- Tagless design with flat seams and no cuffs.
- Turnback hem.

Onesie

- Crotch snaps and openings for abdominal access.
- Designed with flat seams and no tags.
- Pullover style with shoulder snaps.
- Features hidden openings in side pockets.

Dresses

- Tagless design with flat seams.
- Features hidden opening for abdominal access.

Target Clothing

Key attributes - Pictured



Target Clothing

Accessibility In-Store and Online



- No dropdown or direct menu link for adaptive clothing; had to use the search bar to find it.
- Men's and Women's adaptive clothing line is very limited in selection and variety.
- Kid's section has many adaptive options—well-stocked and positively reviewed by parents.
- Return policy is easy to use both in-store and online, which is helpful for fit-related issues.
- Marketing of adaptive line is minimal in-store—few signs or promotions.
- Items for wheelchair users and people with limited mobility exist but are not well-represented in all sizes.
- Prices are affordable and consistent with Target's regular clothing lines.
- In-store selection is very limited; most adaptive items are only available online.

Target Clothing Improvements

- Increase the variety and quantity of adaptive clothing for men and women.
- Stock more adaptive options in physical stores for greater visibility and access.
- Educate store associates on the adaptive line to improve customer support.
- Add a dedicated dropdown menu or category tab for adaptive clothing on the homepage.
- More inclusive sizing in all departments.





Target Clothing Strengths

- Clear product descriptions and helpful images showing adaptive features.
- Sensory-friendly fabrics, flat seams, tag-less labels, and easy closures like Velcro.
- Some pieces are designed to be inclusive of all genders, which is helpful for a wide range of customers.
- Many adaptive items are made with durable materials that hold up well to frequent washing—ideal for daily use.
- Marketing materials (especially online) often include models with disabilities, promoting representation and visibility.

Kohl's

Key attributes

Pants/Shorts

- Higher waistline provides coverage when sitting or wearing a diaper.
- Reinforced beltloops make pulling on pants easier.
- Comfortable stretch waistband.
- Hidden functionality with hook and loop closures are quick and easy to use.
- Tag free design for added comfort.
- Added room at hip and thigh for comfort while sitting.
- Reinforced pull-on loops make pulling on pants easier.
- Comfortable stretch waistband.
- Hidden functionality with hook and loop closures are quick and easy to use.
- Hidden magnets allow quick and easy functionality.
- Reinforced pull-on loops make pulling on pants easier.
- Tag free design for added comfort.
- Wider through hip & thigh.

Shirts

- Neckline opens larger to allow for easy dressing with hidden magnetic closure.
- Hidden magnets allow quick and easy functionality.
- Tag free design for added comfort.
- Wider neckline pulls over the head more easily.
- Short sleeves.
- Added room through body adds comfort and makes dressing easier.
- Shirttail hem.
- Unlined.

Kohl's

Key attributes

Dresses

- Neckline opens larger to allow for easy dressing with hidden magnetic closure.
- Added room through body adds comfort and makes dressing easier.
- Hidden magnets allow quick and easy functionality.
- Hidden functionality with hook and loop closures are quick and easy to use.

Jackets

- Added room through body adds comfort and makes dressing easier.
- Tag free.
- Enlarged zipper pull is easier to hold onto, and zip.
- Moisture-wicking technology.
- 4-way stretch fabric.
- Hidden magnets allow quick and easy functionality.

Kohl's

Key attributes - Pictured



Kohl's

Accessibility In-Store and Online



- Offers adaptive clothing for men, women, and children—more balanced than many competitors.
- Adaptive section clearly listed in the dropdown menu on the homepage.
- All designs created in collaboration with people with disabilities and caregivers, ensuring practicality and comfort.
- Adaptive clothing is priced comparably to non-adaptive items, maintaining affordability.
- Easy return process both in-store and online; benefit of having a large nationwide store network.
- Online listings include clear explanations of adaptive features (e.g., flat seams, side openings, magnetic closures).
- Billy Footwear is also sold here.

Kohl's Improvements

- More inclusive sizing, especially in smaller sizes, could broaden accessibility (XS-5XL).
- Expand fashion-forward, trend-conscious designs to appeal to a broader demographic.
- Include videos and detailed images demonstrating adaptive features.
- Expand in-store availability of adaptive lines and create inclusive fitting rooms (e.g., with grab bars, seating, larger dimensions).
- Showcase models with a variety of disabilities, body types, and racial/ethnic backgrounds in promotional content.



Kohl's Strengths



- Builds brand loyalty and goodwill among underrepresented communities and their allies.
- Adaptive clothing is sold alongside mainstream offerings rather than through a separate, stigmatized channel.
- The adaptive collection is clearly labeled and filterable on Kohl's website, with a dedicated landing page.
- With hundreds of stores nationwide, Kohl's has the infrastructure to scale adaptive clothing both in-store and online.
- Kohl's is early enough in the adaptive space to evolve the line based on feedback while building a long-term loyal customer base.

Cross-Brand Analysis

Common Strengths Across Brands

- Magnetic closures, Velcro fasteners, elastic waistbands, flat seams, and tagless labels.
- Increasing trend toward fashion-conscious adaptive design (not just utilitarian).
- Clear online descriptions of adaptive features aid customer confidence.

Shared Accessibility Strategies

- Inclusive product photography featuring models with disabilities.
- Clear size charts and adaptive-specific filters on websites.
- Collaboration with medical professionals and people with disabilities during design stages.

Best Practices Macy's Can Adopt

- Ensure affordable pricing parity with non-adaptive lines.
- Offer free returns to reduce shopping barriers for customers with fitting or mobility concerns.
- Consider in-store signage and training to help staff support adaptive shoppers.

Opportunities to Explore

- Launch a modular or customizable collection tailored to different disabilities.
- Include adaptive garments in seasonal lookbooks, events, or style guides.
- Launch an inclusive design council featuring disabled creators and customers for ongoing feedback and co-creation.

Top Picks for Macy's Integration



- Unhidden Clothing
 - Stands out for designing clothing that openly incorporates and celebrates medical needs, rather than hiding them.
 - Designs clearly reflect real lived experiences of disabled individuals, making the clothing highly functional and intentional.
 - They have a lot of room to grow especially with Macys sales.
- Slick Chicks
 - Fills a unique market gap with adaptive undergarments.
 - Stylish yet functional solutions for dressing with limited dexterity, postpartum recovery, or medical port access.
 - Macy's could spotlight Slick Chicks in lingerie or wellness-focused campaigns to drive awareness.
- Kohls
 - As a possible third option I appreciated the variety Kohl's had but I think they could use more options of what adapted feature they offer.

Conclusion

Summary of Findings

- Brands that co-design with the disabled community have more thoughtful, functional clothing.
- There is clear market demand for affordable, fashionable, and inclusive adaptive wear.

Suggested Actions for Macy's

- Partner with standout brands like Unhidden Clothing and Slick Chicks to introduce exclusive capsule collections.
- Dedicate online space and in-store areas to adaptive clothing with staff trained to assist all customers.
- Use Macy's platform to elevate disability representation through advertising, events, and community storytelling.

Open Questions or Considerations

- Any questions?

