

Making Fashion Inclusive to Every Body: Body Scan to Digital Product Creation

Craig CRAWFORD ^{1,2}

¹ Differently Enabled *, London, UK:

² Crawford IT **, London, UK

Abstract

Founded in 2020 after his near death COVID19 experience, Craig Crawford's Differently Enabled is making fashion inclusive for those living with disability, atypical body morphology, or restricted movement.

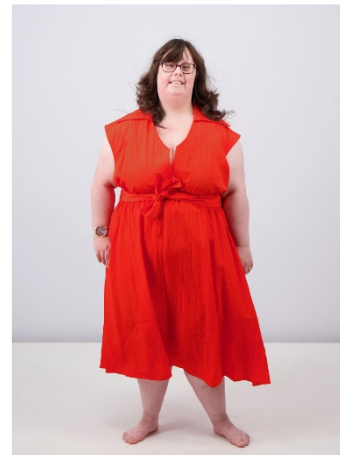
Leveraging his 30 year fashion industry career in design and digital innovation, Craig and his global team of industry veterans have been exploring body scan-to-pattern processes to enable clients to co-create bespoke fashion that fits the wearer accommodating their varying needs.

"Fashion is important. When you look good you feel good. With confidence you do your best," Craig explains.

"However 1 in 5 people are excluded from the fashion industry with its sizing and grading borrowed from rules applied from military uniforms based on symmetry.

Our R&D work already demonstrates that today's fashion tech is biased, and together we are fixing that."

Craig will present the brand's journey to date, with examples from his work with brand champions with varying body types and garment needs. He will conclude his talk with a call to action for any attendees who would like to participate in Differently Enabled's research journey.



* <https://differentlyenabled.com/>

** <https://crawfordit.com/>