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Title of article: Juniper Unlimited Offers Disability Inclusive Fashion

Image and link to article:

<https://www.lsnglobal.com/article/juniper-unlimited-offers-disability-inclusive-fashion.pdf>



Adaptive Clothing Design by Juniper Unlimited. US

I believe that people have their own way to express themselves through many. It can be through music, paint, or even the garment that they wear on daily basis. However, the activity of expressing in fashion might be a problem for certain people if they have disabilities. For example, people who are diagnosed with Parkinson have restricted mobility and are incapable to wear their buttoned shirts and garments by themselves. Consequently, they tend to be dependent and are unable to dress as freely as they like. That is why an apparel which embarks a new hope for disabled consumers into larger fabric industry are needed.

This article above reports that Juniper Unlimited—a fashion marketplace, create a wide new journey to provide more potential in fashion for disabled consumers. I find this article really amusing as they talk about how Juniper Unlimited, unlike the other fashion platform, takes part in solving the modern problem with modern solutions by selling products such as underwear with side fasteners for wheelchair users (as can be seen in the picture) and incorporate magnets in place of buttons on shirts. With the variety of prints, colors, and other design elements contained in the products that they sell; the disabled are now allowed to be having the opportunity to express themselves freely through their clothing.

Considering that fashion have always becoming a trend follower, what Juniper Unlimited provided are a whole step ahead of movement on the industry. I think that this website can be an inspiration for the future designers to be more focus on the function and what the consumer needs, rather than focusing on following the trend to gain more profit. It is also a way to reduce the overconsumption, producing waste, and pressure for people to fit in among society, because the whole concept of the design is to be the solution of a problem. Being motivated by them, I then inspired to be more considerate about the process, function, and accessibility of the clothing that I design. Because for me, it is the fashion designer responsibility to arrange their arts to be wearable and reachable to wider audiences.

Other than that, the platform itself is open for collaboration between existing brands and university partner programs, to assist adaptive design to be more applicable in the upcoming world. I believe that a collaboration is a very beneficial way for ones to expand their goal by receiving feedbacks from unlimited perspectives which then lead to lots of possible solutions to perform better. The collaboration that Juniper Unlimited constructs then also made me realized that as a future fashion designer I would like to make my own brand to be more collaborative. Not only with the other fashion designer, but also with ones from the different domain than mine. Because by collaborating with other brands of industry, the amount of possible problem that may occur in the future will be discovered therefore be resolved with adaptive purpose that be concluded together.

Reflection (500 words)