

adaptability clothing



Maeve Donovan

Adaptability Clothing

Maeve Donovan founded Adaptability Clothing in 2019, making stylish, classic, easy care clothing for people who have difficulty dressing due to a range of health and dexterity issues. She set up the business in response to difficulties caring for her own relatives. Adaptability Clothing makes dressing easier for women and men who struggle with conventional buttons and zips because of Arthritis, Parkinson's disease or post-operative issues. The company also makes a number of smart, back-fastened items suitable for those who need assistance to dress. Maeve is a former newspaper executive and served as Managing Director of The Irish Times.

The clothing is sold online from the company's website to customers throughout Ireland and the UK. The webshop was launched in 2019 and the plan for the business is to extend the product range and develop European sales.

Adaptive clothing is a rapidly growing segment of the clothing industry throughout the world. As populations age and as people with disability demand access to more stylish, comfortable clothing the market for specially designed clothing is expanding. This provides substantial opportunity for growth for the new company.

Of her experience in Starting Strong, Maeve said: *'Starting Strong helped me to refine my own objectives and reset my ambition for the business. I met a group of kindred spirits and made friends I can call on for future advice'.*

www.adaptabilityclothing.com

