



Braible

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In the current UK market there are over two million people that live with different degrees of sight loss. Of these, 1.75 million are adults. What is more, these numbers will double in the next thirty years, so it can be appreciated that it is a growing issue.

All these people dealing with different degrees of sight loss have different non visual cues on an everyday basis, whether it is on the train buttons to open the doors, lifts, bathrooms signs or traffic lights. Equally, blind people need clothing like everyone else; however, visually impaired people require assistance when buying clothing to find the right size, colour and the price of the garment.

Braible will be the first product in the fashion industry to cater to people with different visual capabilities incorporating practical features. Despite having products on the market that use braille, none of them are particularly targeted to the use of sizing labels, and have no practical use.

For example, Braille Clothing UK already sell products incorporating braille, but not for functional purposes for people with different visual capabilities. Braible will donate part of its profits to different organisations that help this community.

Braible is the solution to this problem; braille labels to be independently able. Braible will incorporate braille into garment labels in order to identify the size and washing instructions of the garment and tags to identify colour, price and composition.

At the moment, I am currently testing prototypes to find a sample that works to the needs of the targeted audience, in terms of textural surfaces as well as being environmentally conscious. The main challenge is to create a textural surface that is recognisable for blind and visually impaired people when they come into contact with the labels.

Braible brings a sense of independence back to the community despite the wearer's different abilities.

