

Sarah Timony

ADAPTAFASHION



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As a community support worker at a respite house for children and adults with disabilities in Donegal, Sarah Timony became very aware of the frustrations experienced by her clients, their families and her co-workers when it came to finding suitable clothing. So, she decided to do something about it.

Sarah, whose business is based at her home in Donegal town, where she is also from, set up ADAPTAFASHION in 2020 to make fashionable and functional clothing for people with disabilities, additional needs and elderly needs.

Prior to launching ADAPTAFASHION Sarah, who still works as a community support worker, conducted research with families she works with and customer focus groups before beginning to design and manufacture the clothing with the assistance of her brand ambassador, GB Paralympian Chloe Ball-Hopkins. ADAPTAFASHION started trading in March 2022.

Sarah's aim for the clothing range is that it should incorporate both fashion and functional elements and be inclusive – so that everyone has the same choice of what to wear. She has often worn the clothing herself without anyone realising it was adapted.

ADAPTAFASHION is currently an exclusively online operation, but Sarah is in discussions with department stores about stocking her clothing.

While a lot of the products Sarah makes are bespoke, she also incorporates sustainability into the business by adapting existing clothes for clients rather than having them always buy new items.

Sarah's experience of the ACORNS programme was that everyone was there to support each other, learn from each other and gel together, and this made for a priceless experience.

Sarah's short-term plan is to add two to three new collections to her product range, and she also plans to move premises and hire two full-time employees in the near future.

