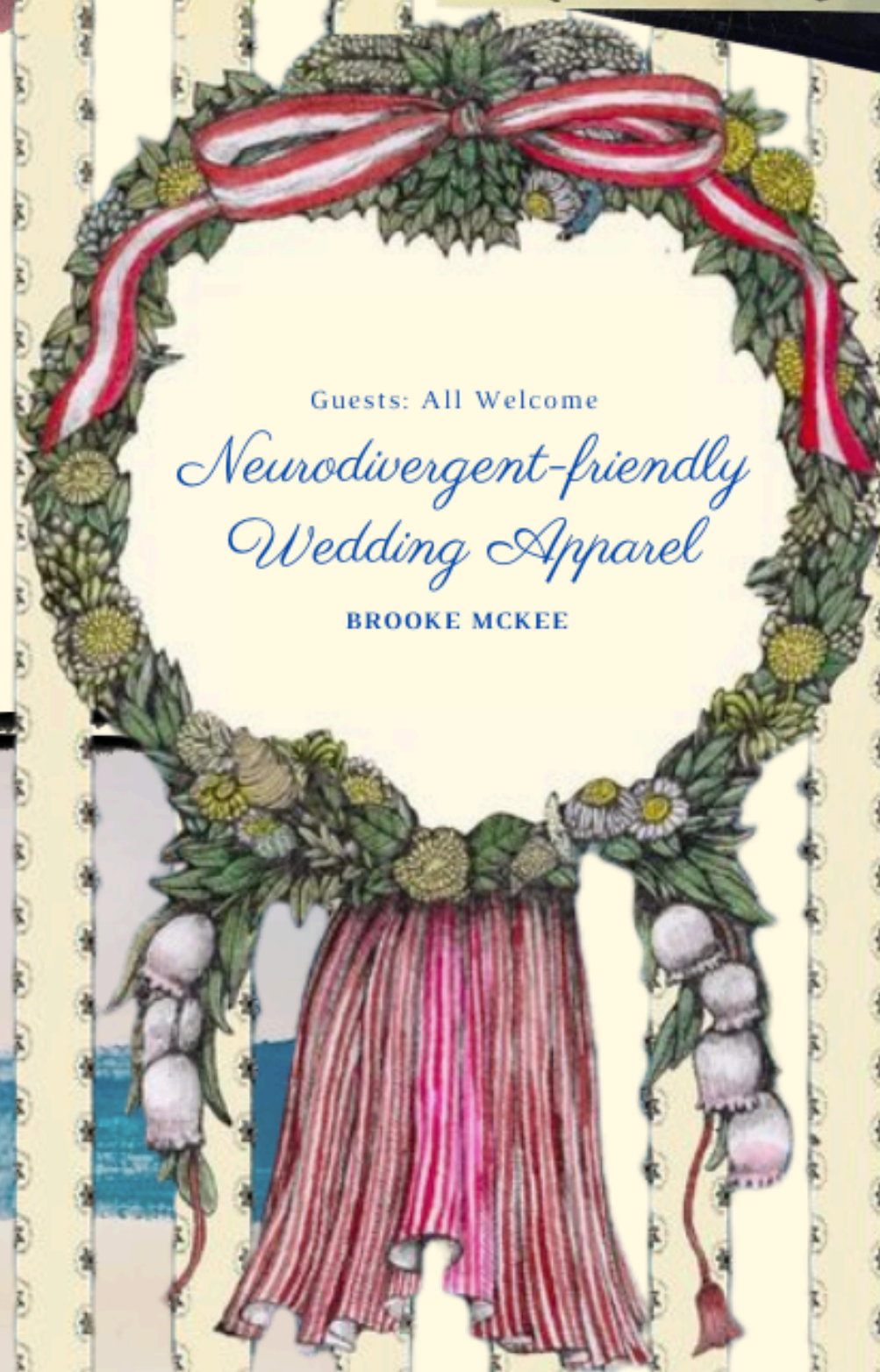
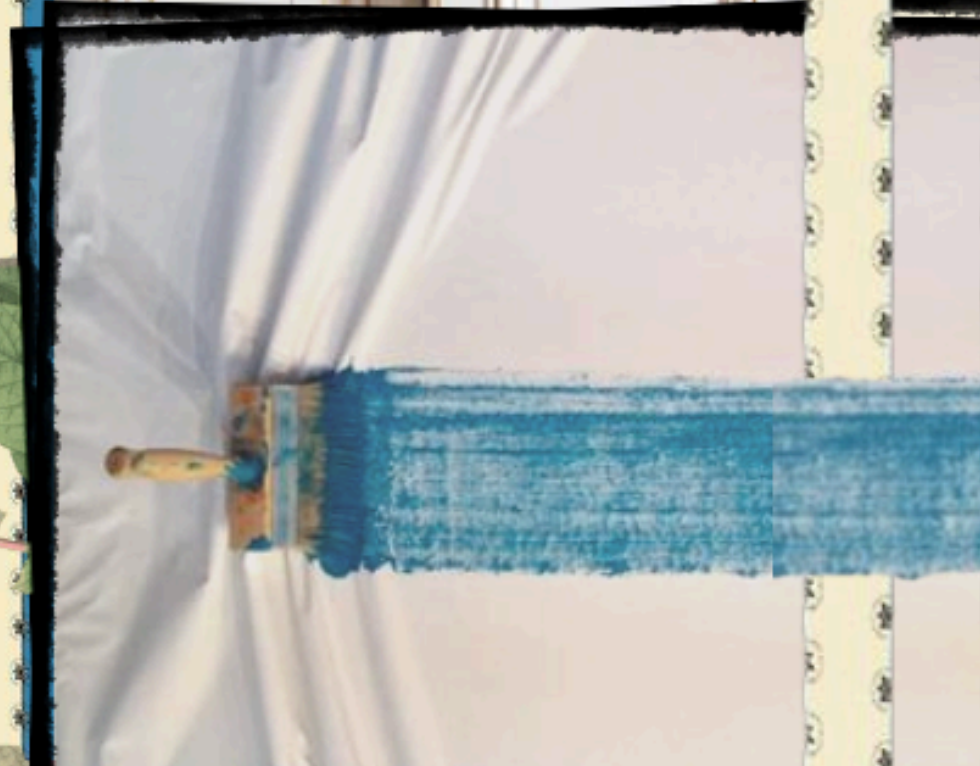




Well Wedd is an adaptive wedding brand for neurodivergent brides. The brand's name, Well Wedd, incorporates the two key elements of the brand: Wellness & Weddings. The brand's goal is to ease the bride's neurodivergent & sensory struggles on her wedding day so she is able to remain present & peaceful throughout the celebration.





Guests: All Welcome  
*Neurodivergent-friendly  
Wedding Apparel*  
BROOKE MCKEE

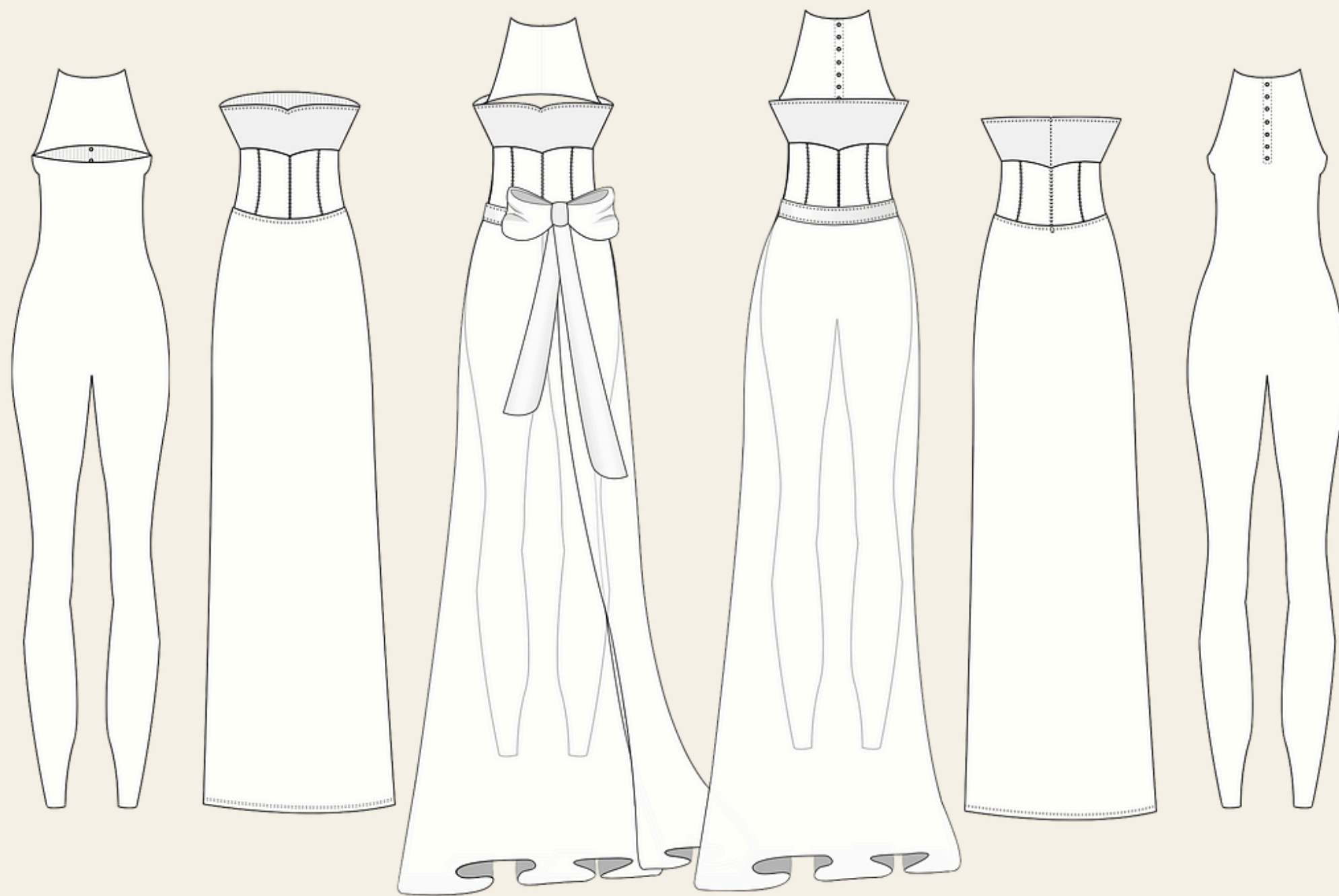


## **Design Problem Statement**

The primary goal of this project is to create a wedding dress collection to alleviate the effects of neurodivergent disabilities for individuals on their wedding day. After researching the broad range of neurodivergent challenges, I have narrowed down specific symptoms that are most likely to interfere with one's wedding day. The research conducted for this dress is specific, but not limited to, sensory sensitivity, anxiety, ADD, OCD, and high-functioning autism. Everything from sensory-sensitive safe fabric to CBD fiber infusion will line each dress. From there, the dresses will vary in compression, weight, versatility, and more to ease a variety of ailments stemming from neurodivergence. The goal is to give brides an extra layer of comfort & support on their special day so that they can remain as present as possible. The adaptive wedding apparel industry is virtually non-existent, especially for individuals with "invisible" disabilities. The wedding market is vast and neurodivergent apparel is highly underserved, thus creating the perfect opening for this collection.

## **Consumer Needs Report**

Methods for user research – I analyzed existing transcripts & interviewed individuals with neurodivergent disabilities. The research was analyzed using a template breaking down needs into three categories: Functional, expressive, and aesthetic. Key items were pulled and quoted for all five individuals. The Consumer personas below have been created to reflect the findings of the FEA report. From the FEA analysis of five Individuals with neurodivergent disabilities, the main needs identified were compression, fabric texture & infusion, and removable features. These adaptable features are focused on easing sensory issues through fabric choice & seam construction. The next feature focuses on calming anxiety using CBD-infused fabric, compression technology, and crowd shields to prevent overstimulation. Lastly, there will be many removable parts of the dress to avoid Claustrophobia & improve breathability. These consumers host a wide range of neurodivergent disabilities, many of which have overlapping struggles that can be addressed with the above modifications. The wedding market is currently underserving all disabilities, with virtually no neurodivergent options available.



# 01

## Caked in Layers

This dress includes three layers for style and various adaptive qualities. The bottom layer is a stretchy polyester compression jumpsuit to calm anxiety and infuse small amounts of CBD over a large portion large portion of the body. The second layer adds shape and design, with a removable skirt for versatility and help with cooling. The third layer is a sheer skirt to add aesthetic if the thicker second layer skirt is removed. This layer helps to make the dress more versatile and adaptable to different situations



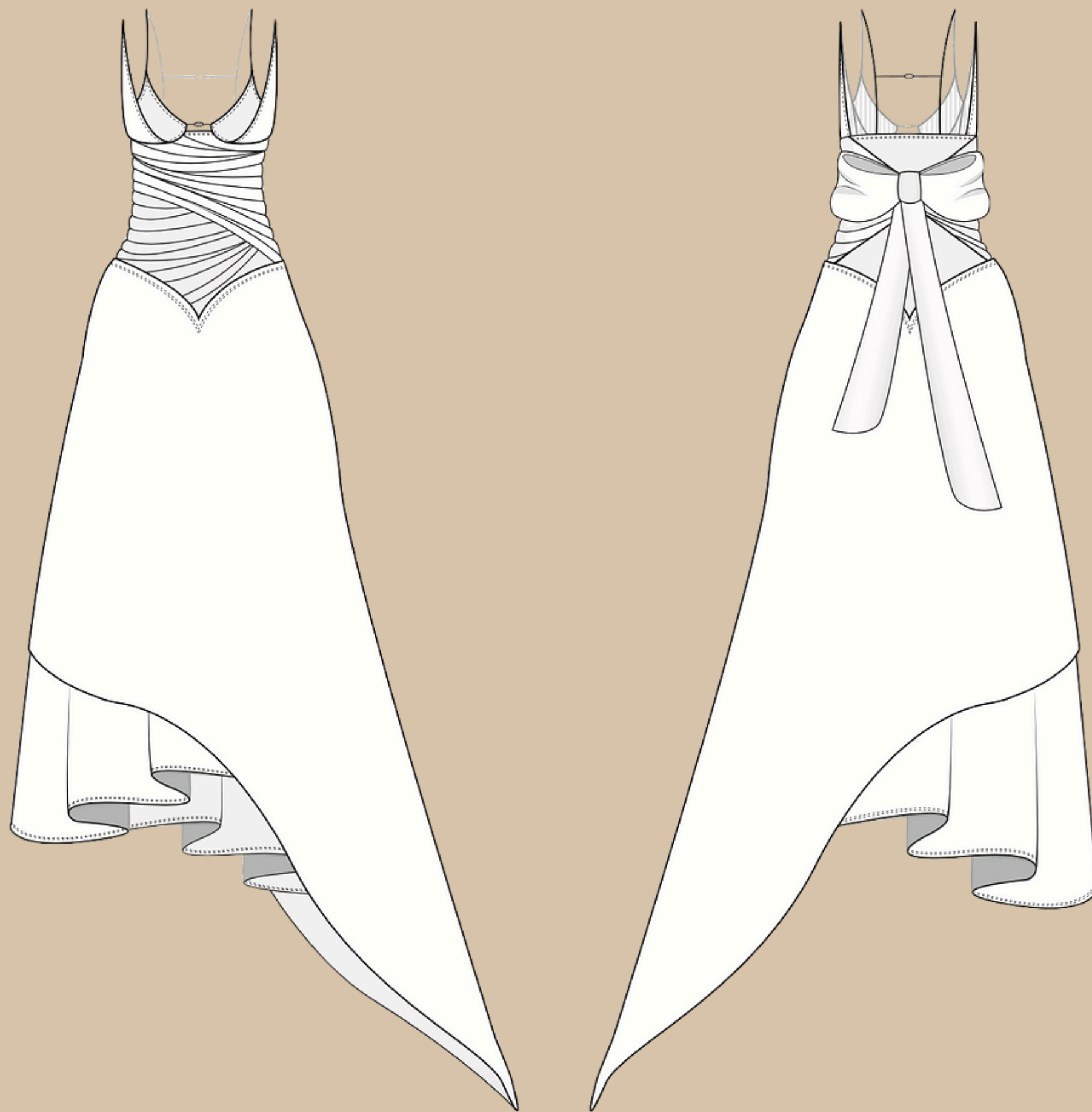
# 02

## Tie the Bow

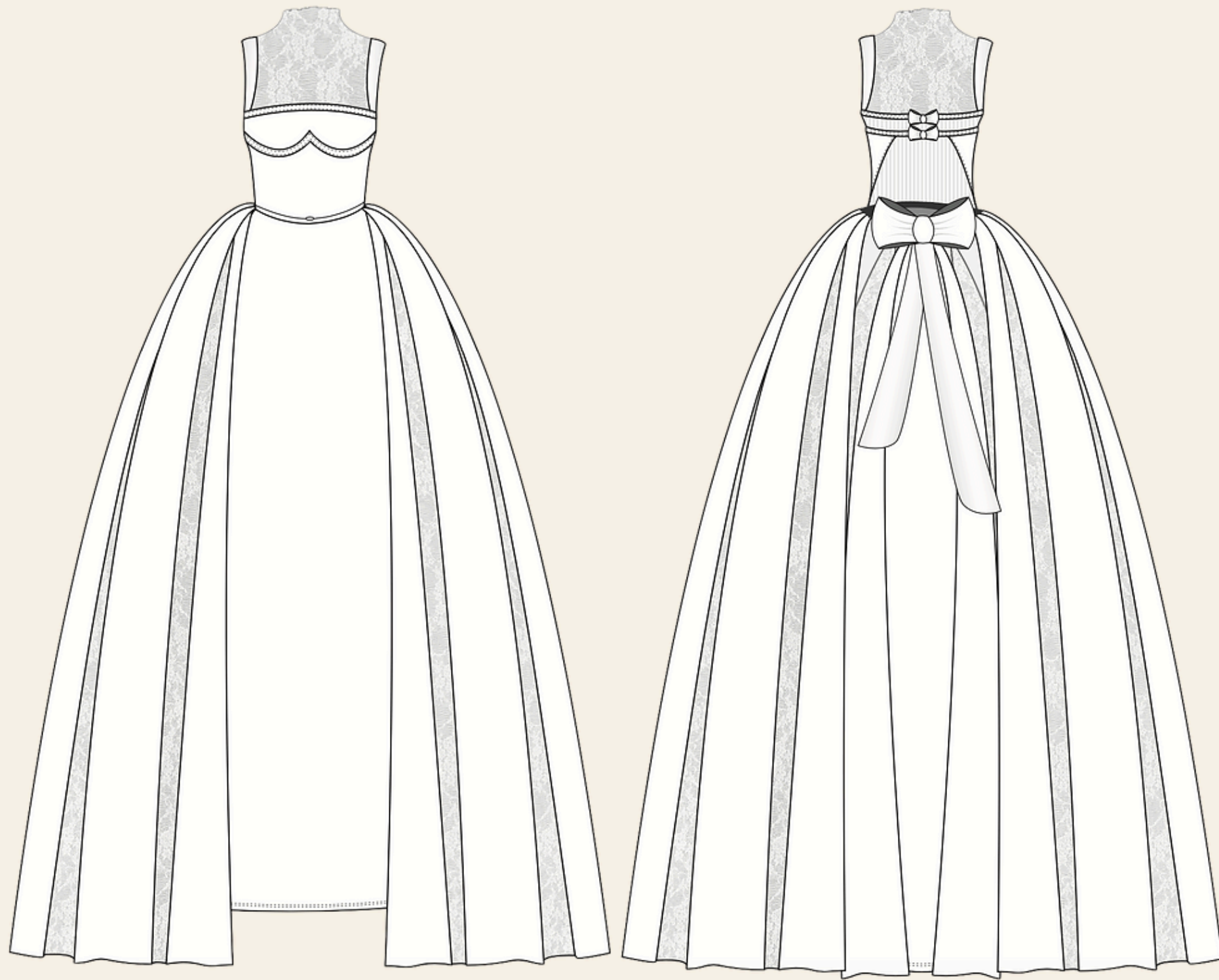
This dress title encompasses its design elements and plays on the popular marital phrase "tie the knot."

The lightweight, breezy bottom contrasts the compressive midsection. The adaptive main section is disguised using design elements like bows, ruching, gathers, etc.

Everything is tied together with the delicate and design-centered top. Everything is made of stretchy polyester to help the bride feel comfortable and not claustrophobic.





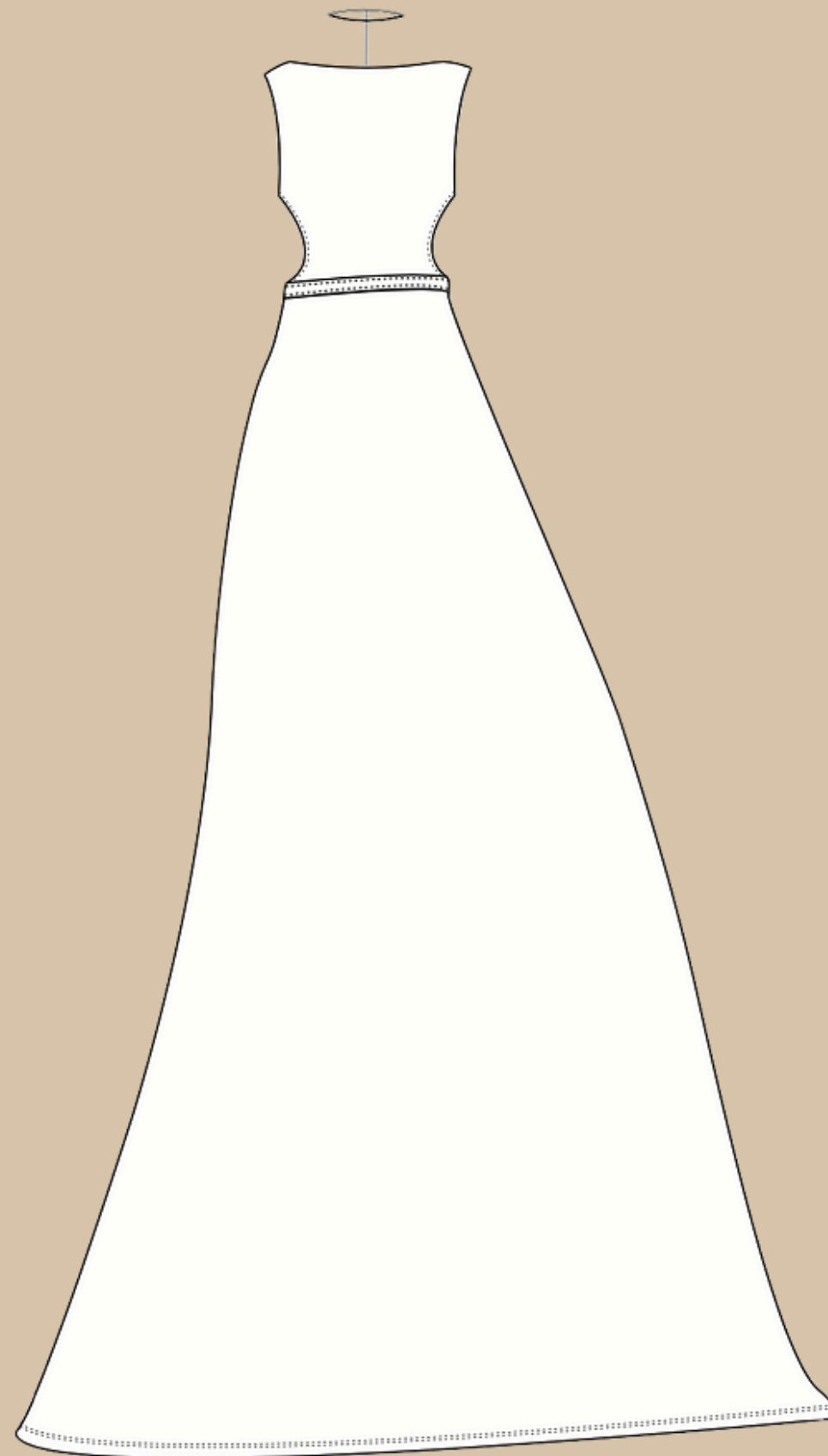
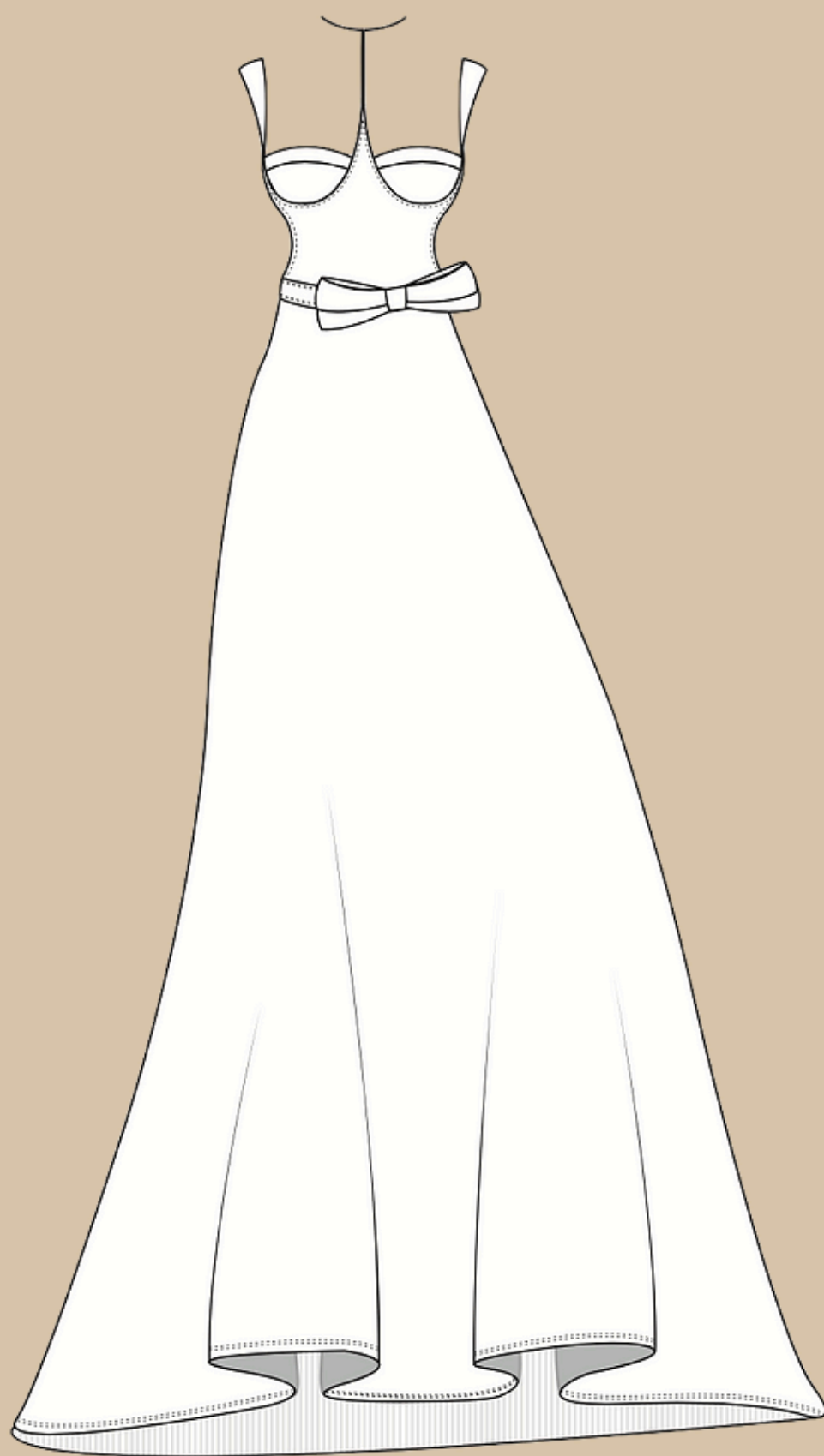


# 03

## Laced in Love

This dress is perfect for the traditional bride looking for something versatile yet classic. The voluminous train can be easily attached at the waist and secured using the waist chain detail. The train is not only for aesthetics, but also to add adaptive qualities. This train has added weight to help ground the bride and includes lace for breathability, while aesthetically allowing the bride to adapt to various wedding events. The lace is soft and sensory safe, with all other elements utilizing breathable cotton.





# 04

## Elements of Everything

This dress takes trending elements from editorial wedding dresses and everyday garments. These elements culminate in a sensory-friendly dress made of polyester and cotton. The polyester allows for wrinkle-free breathability throughout the body. The cotton creates more structure for the bust, straps, and bow. The neck band is infused with CBD to assist in keeping the bride calm and present.



# 05

## The Other Half

This dress is a cultivation of style and purpose. The short base dress incorporates compression through the long sleeves and adjustable compression using corsets on each side of the torso. The overcoat is sheer and weighted. The overcoats intention is to shield the bride during the ceremony and help their anxiety utilizing weight.





# Branding Ideas



*"Tie the Bow"*  
Wellness & Weddings. Each WW garment is uniquely designed to ease the bride's neurodivergent & sensory struggles on her wedding day so she can celebrate in peace.

**ADAPTIVE ELEMENTS**  
+calming compression  
+CBD infused-fabric  
+sensory-safe polyester  
+adjustability midsection to combat claustrophobia



**WEBSITE**  
[HTTPS://BAM477.WIXSITE.COM/MY-SITE](https://BAM477.WIXSITE.COM/MY-SITE)



## Final Garment Prototype

This prototype is for the initial sketch "Tie the Bow." Throughout the creation of the brand, I adjusted the design & sewed a final prototype based on the refined sketch.

