

HUMAN DESIGN TECHNOLOGY INTERNATIONAL (HDTI) ANNOUNCES U.S. LAUNCH OF NEW FASHION BRAND,

First fashion collection to provide comfortable and contemporary looks for active life at home, work or for sports for individuals with disabilities

Nashville, TN, December 21, 2020 –Human Design Technology, International (HDTI) founded early this year, is proud to announce the U.S. launch of its new fashion brand, THIS!, an innovative collection of affordable custom designed functional clothing for “individuals with disabilities, dreams and no limits.”

“Finally, a place where I can shop for beautiful functional fashion, custom to my fashionista lifestyle, and at reasonable prices. THIS! is awesome! THIS! is me!” said Angela Rockwood, model, actress.

More than a decade in the making, HDTI has invested years of research and development into inclusive design focused on individuals with disabilities from a movement and mobility perspective. “We saw the difference in the way people with different bodies perform everyday functions, move throughout the world, and create their own unique lifestyles as a way to express themselves,” said MaryAnne Howland, co-founder of HDTI. “We understood that usual clothes do not suit our unique customers and are often prohibitive, even inhibitive. More than 100 prototypes later, we have arrived with proven functional, fashionable solutions that are designed in a way that you don’t have to have a disability to love them. Our innovative approach has led us to THIS!”

THIS! is the first fashion collection designed to provide affordable, comfortable and contemporary looks for active life at home, for sports, at work or on a walk for people with different abilities. The premiere collection is custom for seated mobility. Future collections will include design for conditions for amputees, cerebral palsy, autism, Downs Syndrome, multiple sclerosis, and a broad spectrum of physical and neural conditions that challenge our current system of infrastructure and cultural design.

“Creating the design of each new piece, I put the concept of communication with people first. This is actually how I can comprehend my work and make truly useful design,” said Anna Cherynykh, co-lead designer and HDTI co-founder. “I believe that smart human design and technology can help people change the world for the better and create a life full of creative realization and unlimited possibilities.”

The first line, available at thisisme.global, includes THIS! for [Alinker](#) custom denim jeans, The Palmer hand glove and the THIS! Backpack. The Alinker jeans are custom designed for users of the Alinker, a three-wheeled walking-bike without pedals custom designed to challenge society’s assumptions about disability.

“We are excited to make the Alinker denim jean available to our customers. The unique features make our innovation maximally comfortable for each user of Alinker” said BE Alink, designer of The Alinker.

“Our innovative bracelet glove – The Palmer – is for people using wheelchairs and mobility devices such as the Alinker. We have invented something absolutely new with the newest technologies of scanning, 3D printing and casting. It is the first fashion tech glove, uniting special conditions of usage and cutting-edge technologies,” said Vladimir Tilinin, co-lead designer and HDTI co-founder.

“We have found that designing for the extreme also solves for the not-so. Truth be told, our clothes are designed in a way that you don’t have to have a disability to love them. THIS! is a platform for limitless possibilities for innovation for independent living and extended life experiences, removing boundaries and creating freedom that uplifts the human spirit and empowers human potential,” said Tobias Reisner, co-founder of HDTI.

About HDTI: Human Design Technology International founded its global operations in Nashville in 2020. We empower individuals with disabilities to be strong, confident and independent through functional and fashionable products utilizing advanced textiles, wearable technology and human-centered design.

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