



FOR IMMEDIATE RELEASE

ANNEX 2 – FASHION FOR DEMENTIA (FINAL 4 TEAMS)

	
<p style="text-align: center;"><u>Our Times</u></p> <p>“Our Times” is a fashion campaign that brings the past into the present—reworking familiar silhouettes, nostalgic prints, and adaptive details into everyday wear that sparks memory and conversation. Designed in a playful yet functional style, this collection makes dressing both effortless and joyful for all, while honouring the identities and stories of individuals living with dementia.</p> <p>Beyond just fashion, it’s a movement to celebrate individuality, raise dementia awareness, and bridge generations through shared memories and style.</p>	<p style="text-align: center;"><u>Down The Lane</u></p> <p>"Down the Lane" is a campaign that takes audiences on a journey on memories and nostalgia through our carefully crafted prints, reflecting on the past while embracing the present. It symbolizes the winding paths of life, where moments—both big and small—shape our identities. Whether it’s revisiting cherished experiences, creating warmth and meaningful bonds, or raising awareness about dementia.</p> <p>"Down the Lane" serves as a reminder of the beauty in reminiscence and reminds dementia patients that they are not alone while encouraging them to embrace fully, despite living with the condition.</p>

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[Wear Hope, Share Hope](#)

Shizēn - Wear Hope, Share Hope aims to make wearers understand dressing challenges dementia patients face by incorporating sensory stimulation through textured fabrics like pleats, offering a tactile experience that enhances interaction and comfort.

Inspired by the calming environment of a Japanese teahouse, the collection features soothing colours and intricate design elements that transport the wearer into a peaceful state, providing a respite from the stresses of daily life. The silhouette is thoughtfully crafted to reflect the harmonious balance of nature found in a Japanese teahouse, further promoting tranquillity.



[When Comfort Meets Compassion](#)

“When Comfort Meets Compassion” is a collection featuring adaptive, versatile apparels designed to cater to early-stage dementia patient needs. With the aim to boost their self-confidence and provide an opportunity to showcase their personal style and identity, our designs are inspired by Japanese aesthetics. Our collection features loose-fitting silhouettes and garments below the knee level to reduce mobility restrictions caused by fitted garments.

“When Comfort Meets Compassion” encourages dialogue and reduces stigma by promoting dignity through our designs, fostering awareness, easing caregiving interactions, normalising dementia-friendly solutions, and shifting fashion toward greater inclusivity.