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Target Adding Clothing For Adults With Special Needs

by Shaun Heasley | January 31, 2018

Target is expanding its clothing options for people with disabilities beyond children with a new collection of jeans and tops in adult sizes.

The retailer said it will roll out sensory-friendly and adaptive clothing for women as part of a new line called Universal Thread that's meant to fit individuals of all shapes and sizes.

"Universal Thread is all about making great style available to everyone, while offering unprecedented value and never compromising on quality," said Mark Tritton, Target's executive vice president and chief merchandising officer.

Sensory-friendly options within Universal Thread will be free of tags, have flat seams and feature extra-soft material. Adaptive denim in the collection will offer a high-rise back and longer inseams, wider leg openings to make dressing easier, no back pockets and faux front pockets. Items will be priced from \$5 to \$39.99.

The new products for women with disabilities come just months after Target unveiled a collection of sensory-friendly and adaptive clothing for children as part of its Cat & Jack brand. Target declined to say if they will make sensory-friendly and adaptive options available for men.

While Universal Thread will be featured in stores, Target said the sensory-friendly and adaptive items will only be available on the retailer's website when the collection goes on sale Feb. 4.

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