



DOUBLE TAKE

An SMA My Way
Initiative



One in four people in the U.S. lives with a disability. Yet, people with disabilities often struggle to find functional clothing that also allows them to express themselves and be recognized as unique individuals beyond their disabilities. This fashion show, Double Take, aims to increase authentic disability representation in the creative sphere and spotlight the need for adaptive design in fashion.



About **DOUBLE TAKE**

A group of talented individuals from the spinal muscular atrophy (SMA) community collaborated with Open Style Lab (OSL) adaptive fashion designers, some of whom have disabilities themselves, to create or modify garments according to each runway participant's personal style and needs. SMA is a progressive neuromuscular disease that can impair walking, dexterity and overall strength, which can make clothing with certain fasteners, cuts, fits, weights and silhouettes inaccessible.

Double Take is the first ever fashion show with start-to-finish SMA community involvement — from conceptualizing the message, to collaborating on clothing designs, to walking and rolling the runway as a prelude to New York Fashion Week — and is dedicated to everyone living with a disability. Through this show, the SMA community is inviting the world to do a double take, not because of their disabilities but because of their style and individuality, and to see people with disabilities occupying a space that's often shut off to them.

Support for Double Take was provided by Genentech's SMA My Way program, which is an initiative that aims to support all people impacted by SMA by sharing lived experiences and building connections within the community. Genentech also facilitated the connection between OSL and the SMA community.



LOOKS

James Ian

SINGER / SONGWRITER

Pink suit with jacket featuring hidden magnetic front closure to create the look of buttons without the challenge of fastening them. Howling wolf beadwork at his back pays homage to his singing career.

Sawsan Zakaria

MODEL / ACTRESS

One-piece halter printed catsuit tailored to fit her unique proportions and styled with custom-made chainmail belt. Matching boot coverings created from excess fabric to create a continuous look.

Amber-Joi Watkins and Céline Domalski

ENTREPRENEUR / MOTHER AND CHILD

Céline's silver fringe shift dress features expandable side panels and a bonus layer of fringe that snaps on to add length. This design would allow the dress to grow with her, since accessible clothing tends to be expensive — an added cost sometimes referred to as a “disability tax.”

Tabi Haly

SINGER / CODER

Green custom gown created from lightweight fabric to drape well and avoid bunching at midsection when seated.

Joe and Lexi Lakhman

STUDENT / BROTHER AND MISS NEW JERSEY / SISTER

Joe's red leather jacket was deconstructed, with the sleeves separated from the body and attached instead to a stretchable harness that runs underneath. This adaptation maximizes arm mobility, despite the stiff, heavy material, to facilitate wheelchair operation.

Laura Watson

FASHION ENTREPRENEUR

Sheer blue beaded gown tailored to her measurements. Length and volume were removed from the skirt to avoid interfering with the wheels of her chair.

Allegra Keys

POET / STUDENT

Red off-the-shoulder gown modified with lace-front closure and a stretch panel in place of a back zipper, which can be both hard to use and uncomfortable to press against all day.

Rachel and Otto Knutson

ADVOCATE / MOTHER AND CHILD

Otto's popsicle-print suit is tailored to look sharp in a seated posture while also accommodating walking. Gussets at the shoulder increase the range of arm motion needed to operate his wheelchair. Openings in the suit jacket and shirt provide g-tube access.

Kellie Cusack

WRITER

Magenta one-shoulder gown modified to her measurements and outfitted with velcro closure and a wraparound elastic waistband. Skirt hemmed to avoid interfering with wheels.

Scott Menzel

ARTIST

Two-sided reversible cape custom-printed with Scott's own surrealist artwork. The hem is weighted to keep it in place. Capes are Scott's outerwear of choice, for freedom of movement and easy on/off.

Shane and Hannah Burcaw

SOCIAL INFLUENCERS / HUSBAND AND WIFE

Shane's purple velvet suit jacket has stretch panels at the elbows to facilitate bending and invisible zippers for separating the sleeves and back for easier dressing. Matching seated-fit pants incorporate stretch to counter the stiff velvet material.

Please remain seated after the show for a Q&A with some of the participants.



DOUBLE TAKE

Produced and Directed by **Lynne O'Neill**

Styled by **Don Sumada**

Accessible Design and Adaptations by **Open Style Lab fellows**

**Kyle Brogan, Catherine Burkey, Jenna Dewar, Kiley Gallant,
Rosemary Loh and Andrea Saieh**

Campaign and Creative Strategy by **Adam Pryor**

Campaign PR and Creative by **Syneos Health**

Front of House PR by **Purple PR**

Scenic by **SBI**

Lighting and Sound by **Dave Overcamp**

Music by **Laurent Vacher (Maison Labtonic)**

Makeup by **Fawn for GIELLA Custom Blend Cosmetics**

Hair by **AVEDA**

Nails by **Pattie Yankee for Pattie Yankee Products**

Alterations by **Darlene DeAndrade**

Dressed by **Barbara Berman (BB's Backstage)**

FOH Photography by **Shutterstock**

BTS Photography by **Clifton Mooney**

Portraits by **Victor Llorente**

Videography, Livestream and Motion Design by **Essay Video**

Sponsored by **Genentech**

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ABOUT GENENTECH

Founded more than 40 years ago, Genentech is a leading biotechnology company that discovers, develops, manufactures and commercializes medicines to treat patients with serious and life-threatening medical conditions. The company, a member of the Roche Group, has headquarters in South San Francisco, California. For additional information about the company, please visit <http://www.gene.com>.

ABOUT OPEN STYLE LAB

Established in 2014, Open Style Lab (OSL) is a 501(c)(3) organization dedicated to creating functional, wearable solutions for people of all abilities without compromising style. OSL teams designers, engineers and occupational therapists conceive and build accessible wearables that address the needs of and with people with disabilities. Their mission is for all people to have access to style, regardless of ability, through education, research and innovation, corporate collaborations and raising awareness. For more information, please visit <http://www.openstylelab.org>.