

THE MORE THAN
JUST A
CLOTHES

pledge



IN PARTNERSHIP WITH



Ambitious
about Autism

**THIS BOOK WILL EXPLAIN
WHY CLOTHES MATTER,
AND HOW YOU CAN HELP**



INSIDE THIS BOOK...



**YOU'LL LEARN ABOUT THE
CHALLENGES AUTISTIC PEOPLE CAN
FACE WHEN IT COMES TO CLOTHES.**



**UNDERSTAND WHY
CLOTHES MATTER SO MUCH.**

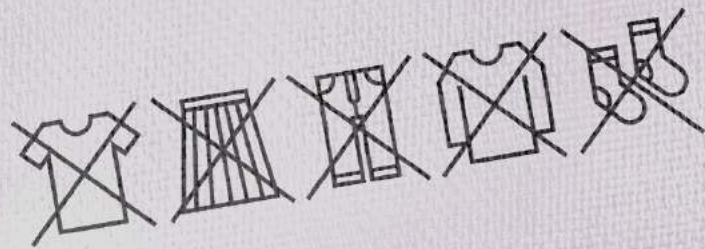


**AND WHAT WE CAN ALL DO TO HELP,
INCLUDING 4 SIMPLE STEPS, AND HOW
TO PUT THEM INTO ACTION.**



**AS WELL AS HOW TO
CARE FOR CLOTHING.**

RIGHT NOW, THE RULES,
RESTRICTIONS AND
EXPECTATIONS WE ALL
HAVE ABOUT CLOTHES
DON'T TAKE PEOPLE'S
NEEDS INTO ACCOUNT.



LEAVING MANY AUTISTIC
PEOPLE FEELING EXCLUDED.



***70% OF AUTISTIC PEOPLE THINK THEIR LIVES
WOULD IMPROVE IF PEOPLE UNDERSTOOD
WHY CLOTHES MATTER.***

FOR MANY AUTISTIC PEOPLE,

CLOTHES ARE MORE THAN JUST CLOTHES

THEY CAN HELP WITH SENSORY REGULATION,
PROVIDE ROUTINE, ACCEPTANCE AND COMFORT.

MORE THAN JUST CLOTHES



MORE THAN JUST CLOTHES



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MORE THAN JUST CLOTHES



MORE THAN JUST CLOTHES



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MORE THAN JUST CLOTHES



MORE THAN JUST CLOTHES



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But there are four simple ways
we can all understand that

CLOTHES ARE MORE THAN

CLOTHES

So we can all take a more
relaxed approach to clothing.

Leave JUDGEMENT
out of it

Build UNDERSTANDING
around autism

See clothes as
SENSORY tools

Help everyone
THRIVE



JUDGEMENT

**80% OF AUTISTIC PEOPLE
HAVE EXPERIENCED JUDGEMENT FROM
OTHERS FOR WHAT THEY WEAR**

"PEOPLE ARE JUDGEMENTAL AND MAKE
ASSUMPTIONS ABOUT HOW PEOPLE
DRESS. THEY DON'T WANT TO KNOW THE
PERSON BEFORE FORMING AN OPINION."

Darren

"I FEEL SAFE WEARING
MY FAVOURITE
CLOTHING AT HOME
BUT I CAN'T WEAR
IT OUTSIDE - IF I DID
I THINK I WOULD BE
JUDGED NEGATIVELY."

Georgina



...SO LET'S LEAVE
JUDGEMENT
OUT OF IT.

JUST A THOUGHT
IF YOU FIND YOURSELF
WONDERING ABOUT SOMEONE'S
OUTFIT, ALWAYS CONSIDER
THERE MAY BE AN IMPORTANT
REASON BEHIND IT.

If we all stop judging the clothes choices of others, it'll help many feel free to wear what they want to wear. Free to wear what they're most comfortable in. And free to thrive.

UNDERSTANDING

UNIFORM DISTRACTS 1 IN 3 AUTISTIC PUPILS FROM PARTICIPATING IN CLASS. AND OVER A THIRD OF AUTISTIC PEOPLE HAVE DECIDED NOT TO APPLY FOR A JOB BECAUSE IT HAD A MANDATORY UNIFORM

"I COULD NOT TOLERATE THE SCHOOL UNIFORM RULES AND WOULD HAVE BEEN PUT IN ISOLATION FOR NOT WEARING CORRECT UNIFORM."

Liz

"MY WORKPLACE GAVE US A STRICT DRESS CODE WHICH MADE ME PHYSICALLY UNCOMFORTABLE AND STOPPED ME FROM PERFORMING AT MY BEST."

Maddy



...SO LET'S BUILD
UNDERSTANDING
AROUND AUTISM.

JUST A THOUGHT
IF YOU RUN A SPORTS CLUB,
YOU COULD ASK THE TEAM ABOUT
ANY REASONABLE ADJUSTMENTS
THEY'D LIKE TO MAKE TO THEIR KIT.

Every autistic person has a unique relationship with clothes. One size does not fit all.

This can be tricky when it comes to uniform. Some autistic people can find comfort through uniforms. They can provide routine, structure or a way to fit in. While for others they can be a source of discomfort and distraction.

We need to build understanding and make allowances for the clothing needs of autistic people. This goes for uniforms in school, sports and work as well as social settings.



SENSORY

**93% OF AUTISTIC PEOPLE HAVE
SENSORY SENSITIVITIES AND 73% USE
CLOTHES TO HELP REGULATE THEIR SENSES**



Alan →




← *Theo*



...SO LET'S SEE CLOTHES AS SENSORY TOOLS

JUST A THOUGHT
IF YOU SEE SOMEONE STIMMING
(EG. REPETITIVELY TOUCHING THEIR
CLOTHES), THEY MAY BE
OVERSTIMULATED. GIVE THEM SPACE.

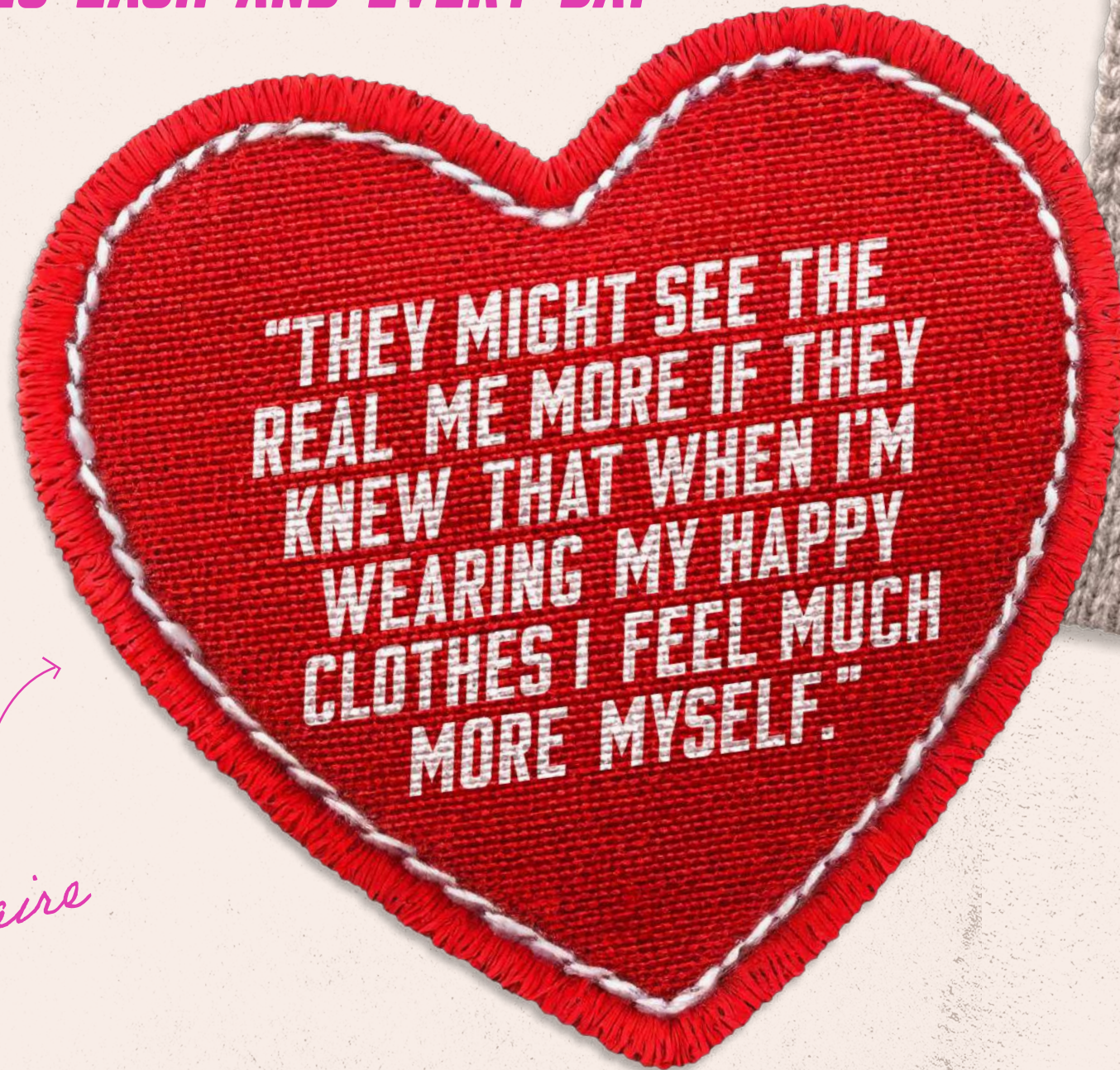


Clothes can provide sensory regulation in different ways for different autistic people. Scratch, stim, sniff or soothe, there are thousands of ways autistic people may regulate their senses through clothes. And they often do so in loud, busy or stressful situations.



THRIVE

74% OF AUTISTIC PEOPLE SAY CLOTHES HELP THEM BE THEIR BEST SELVES. AND MANY WEAR THEIR FAVOURITE CLOTHES EACH AND EVERY DAY



Claire



Theo



**...SO LET'S HELP
EVERYONE
THRIVE**

By accommodating the clothing needs of autistic people, and empowering them to wear what they feel comfortable in.

**JUST A THOUGHT
THE NEEDS OF EVERY AUTISTIC
PERSON ARE DIFFERENT.
SO LET THEM TAKE THE LEAD
ON WHAT WORKS FOR THEM...
CLOTHING INCLUDED.**

Now you know why clothes are more than
JUST clothes, click on a button below to find
out how you can help drive change.



AS AN INDIVIDUAL

IN A SCHOOL

IN A SPORTS CLUB

IN AN EVENT SPACE

IN A WORKPLACE

“THE REGULARITY IN CLOTHES IS SOMETHING YOU CAN RELY ON IN A WORLD WHERE EVERYTHING TO AUTISTIC PEOPLE IS SO IRREGULAR.”

Cozzie

54% OF AUTISTIC PEOPLE TAKE EXTRA CARE IN HOW THEY WASH AND DRY CLOTHES



IS HERE TO HELP YOUR FAVOURITE CLOTHES

Vanish understands how important clothes are to everyone. We provide ultimate clothing care through laundry to keep your favourites looking and feeling the same, wash after wash.

PROTECT YOUR FAVOURITE CLOTHES FROM HARMFUL AND DAMAGING WASHING CONDITIONS. USE VANISH AT 20 DEGREES ON A 30 MINUTE CYCLE.

CLOTHES ARE MORE THAN JUST CLOTHES...

"IT'S A SENSE OF SECURITY AND JOY."

EMMA

"I FEEL LIKE PEOPLE CAN SEE MORE PARTS OF THE REAL ME."

CLAIRE

"I FEEL A PART OF SOMETHING - A GROUP."

ANDREW

"MY POLO NECK TOPS FEEL LIKE THEY ARE HOLDING ME GENTLY AND PROTECTING ME FROM THE WORLD."

LUCY

"I IMMEDIATELY FEEL AT PEACE AS IT IS SO COMFORTABLE AND SOFT AGAINST MY SKIN."

MANDY

"THEY HELP ME LEAVE THE HOUSE AND FACE THE WORLD."

JOSH

"IT'S LIKE HAVING A HUG AND SOMEONE SAYING 'YOU'RE DOING OK, I'VE GOT YOU'."

ISSY

"I FEEL LIKE A CAT CURLED IN THE SUN, WARM AND COZY AND SAFE."

ALLISON

"I FEEL LIKE I CAN EXPRESS MYSELF."

EVIE

"WEARING A FAVORITE ITEM IS LIKE A SHIELD AGAINST THE WORLD, IT HURTS WITHOUT IT."

CATHERINE

"I FEEL LIKE MY BRAIN IS FREE AND UNCLUTTERED BY THE UNNECESSARY INPUT OF CLOTHING SENSATIONS."

GEORGINA

"I FEEL MUCH SAFER AND PROTECTED FROM EVERYTHING LIKE BEING IN AN EGG."

MAGGIE

"IF I'M IN THE RIGHT CLOTHING, I FEEL LIKE I CAN ACHIEVE ANYTHING."

JO

"WHEN I WEAR MY MICROFLEECE JOGGING BOTTOMS AND SOFT ACRYLIC JUMPERS I FEEL SAFE AND SECURE."

JANET

"MY FAVOURITE ITEM FEELS SOME DAYS AS THOUGH IT HOLDS ME TOGETHER."

ISSY

"I WEAR A LOT OF BAGGY HOODIES- WHEN I PULL THE CUFFS DOWN I FEEL COZY, GROUNDED AND SAFE. THE WEIGHT OF THE HOOD ON MY SHOULDERS HELPS ME TO FEEL SETTLED."

REBECCA

"WHEN I PUT ON MY FAVOURITE CLOTHES IT MAKES ME HAPPY AND EXCITED BECAUSE I LOOK LIKE MYSELF."

CATHERINE



***FOR RECOGNISING THAT
CLOTHES ARE MORE THAN
JUST CLOTHES.***

Take the pledge. Spread the word.

Source: Ambitious about Autism and Vanish, 2024,
sample size of 350 autistic people and their network.



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