



Fashion that helps in the daily lives of kids with reduced mobility

LOCATION: Granada and Málaga

DURATION: 1'45"

SUMMARY: Elena and Eva are industrial designers located in Málaga that have united to create a project they call Ayudas Técnicas Don't Stop Me. The objective is to better the day to day lives of children with Cerebral Palsy and other disorders that cause reduced mobility. They have begun by creating garments with zippers in the back to assist the children's families and caretakers.

VTR:

To contribute to the day to day lives of children with Cerebral Palsy and other disorders that cause reduced mobility. That is what Elena and Eva, two industrial designers, have proposed with their project Ayudas Técnicas Don't Stop Me. The first products that have been put on the market are clothing items designed specifically with these groups in mind.

Eva Naranjo
Co-founder of Don't Stop Me

"We dignify the lives of children and adolescents with reduced mobility due to Rett syndrome, cerebral palsy, and spina bifida, among others."

Elena has a relative with Cerebral Palsy and Eva has helped her mother in children's centers that work with kids with special needs. These experiences provided the inspiration for their project.

Elena Peñalver
Co-founder of Don't Stop Me

"The clothing has a clear mission of social inclusion because it's aesthetically equal to that of any person without special needs."

The objective is to help the kids and the families with daily tasks such as getting dressed.

Eva Naranjo
Co-founder of Don't Stop Me

"We have placed zippers in the back part to facilitate the action of dressing each person."

Mothers

"To dress kids like Teo, with these characteristics. It's true that conventional clothing is very difficult to put on because they are stiff and so on. In addition, these clothes have a cute aesthetic, and a children's aesthetic that is needed in the market."

"Also, they are going to mature little by little within their disability so they will also need to continue adapting the clothing and footwear."

Many different garments are available in their store like shirts, jackets, bibs, and pants, but they are already working on other technical solutions from walkers to adapted tricycles.

Elena Peñalver
Co-founder of Don't Stop Me

"To improve their functionality and bring out technical aids with a better performance and that are more affordable."

These entrepreneurs were given the Spin Off Award from the University of Málaga in 2015.

For more information or support please call +34 647 310 157 or email info@andalusianstories.com