



# OBAKE MARKET

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ADES 4662.00  
Spring 2023

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# Lance Lassiter

IADS major in the design track, minoring in marketing



## about me

I'm a creative who's deeply passionate about story-telling in all its formats.

## background

I've always been deeply interested in stories. I was reading before I began to talk. When I did start talking, I never stopped reading. Over time, I started to see stories in everything else as well: clothing, painting, dancing; the arts have always felt like another medium to tell stories. Just like when I was a child, however, I never really know when to put down the book.

## interests

video games



herpetology



cosmetology



cold weather



## goals

- a home to myself (that I own!)
- running a reptile rescue on the side
- adopting a dog and a few cats (an army of pets)
- moving somewhere colder (considering the PNW or Canada, currently)
- moving somewhere with great hiking trails nearby

## career

In the future, I plan to use the skills and experiences I've developed from social media managing (almost 6 years of it!), as well as from being an IADS major to work on creative marketing and creative direction. Our world is becoming more digital, as such it is important that we keep up with the wind.



# INTRO

This project was created to address a prominent issue regarding accessibility in the fashion industry. The foremost problem found while researching was that while there were countless individual brands catering to adaptive wear, there was no site to compile the brands to compare and easily find the perfect fit. On top of the issue related to organization, many of these adaptive lines were niche, offered for a limited time, and sold at a premium which isn't feasible for many people. Thus, Obake Market was born.

Unlike what the name suggests, this isn't a site to sell clothing, but to review and share opinions regarding accessibility criteria. This isn't just for reviewing brands either, but also individual pieces of clothing, and the scope isn't limited to 'just' adaptive lines.

Everyone deserves to feel their best. Obake Market aims to make that easier for everyone.

Unlock Accessibility.



## OBAKE MARKET

### Accessibility Criteria

#### 1) Independence

Can the article of clothing be put on or taken off without assistance?

#### 2) Safety

Will this article of clothing affect your health during long periods of wear?

#### 3) Aesthetic

Does this article of clothing make you feel like your best self?

#### 4) Cost

Is this article of clothing within my budget?



# PROBLEM STATEMENT

## PROBLEM

Accessibility is severely neglected in the design world, and the fashion industry is no exception. One in four people are considered disabled by current statistics. From an economic standpoint, it can be considered as tapping into a hidden market and by failing to cater to their needs. Approximately 490 billion dollars USD of buying power is lost to the way-side due to this absence of accessibility.

From a more human-centered perspective, accessible or 'adaptive' clothing is difficult to find, and the lack thereof limits the self-expression, representation, and independence of these individuals.

## PROBLEM

A further issue is that adaptive clothing that is produced and sold is often retailed at a premium, which simply isn't achievable, as many people with disabilities live under the poverty line and only receive a small amount to pay the bills with. These expensive items create a feedback loop, where with disabled individuals not purchasing the adaptive wear, it is perceived that there isn't a need.

# JOHN SMITH



## ABOUT

John is a disabled man living in Los Angeles. He uses a wheelchair for his day to day life, and has a passion for fashion.

## DEMOGRAPHICS

- Career: Unemployed
- Age: 32
- Location: Los Angeles, California
- Gender: Male

### WANTS

- Adaptive waistband for comfort in sitting for long periods
- Ability to express himself

### PAIN POINTS

- Price!
- Lack of options
- Lack of representation in advertisements.
- Discomfort in fabric choices/construction

## IDEAL

John is looking for clothing with a variety of options that allow him to express himself and wear comfortably. His price range is low, so more pricey purchases may be less frequent.

Photo by Kingsley Osei-Abrah on Unsplash

# XIMENA MARTINEZ



## ABOUT

Ximena is a mom of three with early on-set Parkinsons. She works at a call center to help provide for her family and has a passion for photography in her spare time.

## DEMOGRAPHICS

- Career: Call Center
- Age: 48
- Location: Los Angeles, California
- Gender: Female

### WANTS

- Redesigned closures
- Professional wear
- Pretty and Functional clothing

### PAIN POINTS

- Price!
- Lack of options
- Clothing that requires assistance to put on/take off

## IDEAL

Ximena is looking for clothing with easy to use closures due to her fine motor issues. She wants to look professional while on the job, while still getting to feel pretty.

Photo by Jonathan Borba on Unsplash

# Site Analysis

## Contents

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- Wicked Problem
- Location
- Geography
- Climate
- History
- Demography
- Tourism
- Culture
- Economy



Photo by Peter Fitzgerald, 2013

## Location

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Accessibility in the Fashion and Costume Design industry is an issue that affects at least twenty five percent of the population. This limits self expression, representation, independence, and affects the economy.

Los Angeles, California, is one of the largest locations of fashion designers in the United States, second only to New York City. The strong connection to the entertainment industry then encompasses both fashion and costume design. Both LA city and county are referenced in this analysis.



# Site Analysis

## Geography

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Los Angeles County sits in a desert basin surrounded by the San Gabriel Mountains. Within this county is 75 miles of coastline, several rivers, and the Santa Monica Mountains which divide the region.

The city's architecture is primarily horizontal, with less skyscrapers and other high rise buildings. The proximity to the ocean brings up potential issues of water contaminants, as well as other related issues such as air pollution from the manufacturing of clothing.

## Climate

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The climate in the area is considered mild, with sunny weather and summer breezes. The average precipitation is fifteen inches annually, and humidity is quite low given its distance from the ocean.



Photo by Sterling Davis on Unsplash

## History

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Los Angeles city was originally settled in 1781, and called 'El Pueblo de Nuestra Senora la Reina de Los Angeles', or The Town of Our Lady The Queen of Angels. The city was formally accepted into the United States in 1847. Many settlers came to California, but LA's first rush of newcomers was called the Sick Rush, as many believed the mild climate would bolster their health.

# Site Analysis

## Demography

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As of 2021, Los Angeles city has a population of 3.849 million people. It is currently considered a minority-majority, with Hispanic or Latino people making up 48.4% of the population. People from over 140 countries reside here, and over 200 languages are spoken. LA's diversity is well known. Los Angeles county statistics state that 9.7% of the population are considered disabled..



Photo by Joey Zanoliti, 2021

## Tourism

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Tourism is a very important factor for the economy. The Los Angeles Tourism & Convention Board, a non-profit, represents over a thousand local businesses and aims to improve the quality of life while promoting the city as a premier tourist destination. The media industry in particular provides tens of billions of dollars annually to the city.

## Culture

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Los Angeles has the most museums out of any city in the United States, and is often touted as an epicenter of arts and culture. The art renaissance that occurred in the 1960's only bolstered this identity. LA is also home to many ethnic enclaves such as Little Tokyo and Venice.

# Site Analysis

## Economy

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The pandemic halted tourism, greatly affecting the economy. In 2020, nearly half a million jobs were lost across the county, and around 20,000 people were rendered homeless. The housing crisis continues today, with the price to income ratio sitting at 8.4, and while the unemployment rate has lowered from the height of the pandemic, it still sits at 4.5%. There are many issues with affordability and quality of life, with many people living under the poverty line. Disabled people are more likely to be impoverished, and thus are often prevented from buying adaptive wear that may be necessary due to the high prices and other costs.



Photo by Izayah Ramos on  
Unsplash

## Conclusion

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Los Angeles is a city renowned for entertainment and fashion, as hosting a largely diverse group of people. This region is ideal for a launch relating to fashion given it's proclivity for fashion designers, and the city's innate love for the arts of all kinds.



# PROJECT ABSTRACT

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UNLOCK ACCESSIBILITY

Adapting the world to facilitate accessibility is a process that should be included in every field and industry, but fashion is one that is often neglected. Many people with disabilities face intense stigma and marginalization on a daily basis. Whether it is the social effects: infantilization, denial of sexuality, or the physical ones: unable to gain employment, living in poverty; people with disabilities are often pushed to the side and not considered as truly human. Part of this marginalization is the lack of clothing options that offer aesthetic appeal and functional need fulfillment. Items that do fit both of these criteria are often sold at a premium, making them difficult to acquire anyhow. Accessibility in the fashion industry is in dire need of stepping up to the plate, and while it has slowly begun to change, it isn't enough. The area addressed would primarily be within the Los Angeles Area, given its status as the second largest hub for fashion design in the United States. The economy is large, and mostly tourism and entertainment based, which will provide a strong basis to begin addressing the issue.

# PROJECT ABSTRACT

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To handle accessibility in fashion, the goal is to implement a system that ranks or grades clothing based on four criteria. Similar to Stephanie Thomas' 'Disability Fashion Styling System', the four categories are: Independence, Safety, Aesthetic, and Cost. Independence is defined by whether or not the article of clothing can be put on and taken off without assistance,

Safety is whether or not the article addresses medical necessity, Aesthetic is simply whether or not the garment is appealing, and Cost is the most simple, being price. This system will be implemented as a website where users can review clothing items and brands based on these four categories.

The variable measured in this case is response to clothing. The website would allow easy collection of data regarding thoughts and opinions on clothing options and how they fall on the accessible scale.

The overall achievement aimed for with this is defined as Awareness, and is then split into two subcategories. The first part is internal awareness within the disabled community. This website will hopefully act as a resource for people to find and share clothing that works for them.

# PROJECT ABSTRACT

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UNLOCK ACCESSIBILITY

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*By creating this network, more options for adaptive fashion may become known where they hadn't been before. The second part of the achievement is external awareness, or those not within the community. With the data collected from the website, awareness could be raised about the necessity of adaptive clothing options on a mainstream level.*

*This system planned to be implemented presents a unique opportunity to increase the visibility of disabled people as actual people with likes and dislikes, as well as creating a network in which people with disabilities can share what worked for them and what didn't, as well as why. Should the website not work out, then it can hopefully be broken down to understand why it wasn't successful, and steps can be taken to avoid those mistakes in the future.*



# Design Concept

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OBAKE MARKET

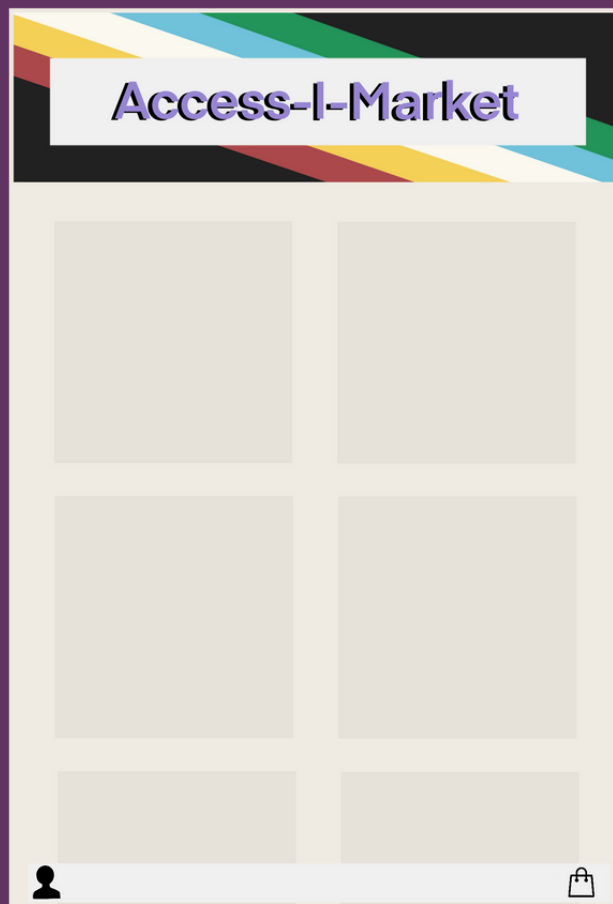
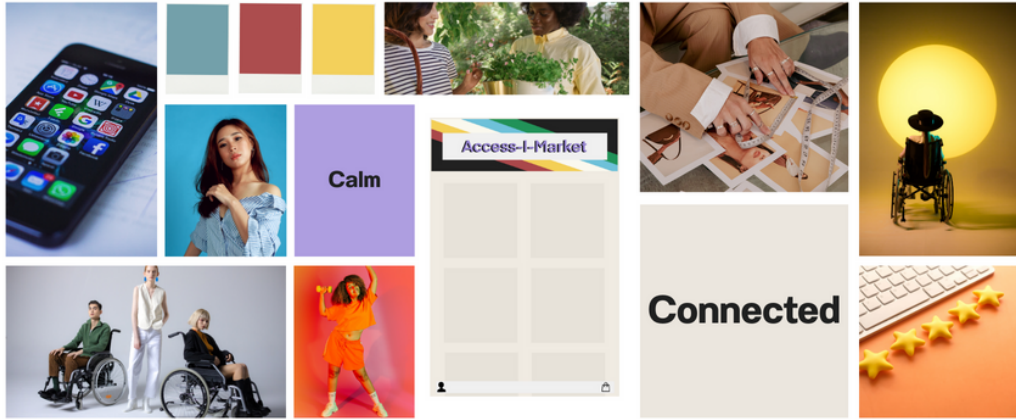
This website is designed around fostering a network within the disabled community to share opinions and reviews of clothing articles and brands on whether or not they are adaptable. The website is intended to be both mobile and desktop friendly, following Web Content Accessibility Guidelines, and easy to use. The colors are simple and not overly bright, and text is meant to be as accessible as possible for assistive technology and utilizing fonts that are easy to read for those with related disabilities and disorders. The top banner design is a first draft utilizing the disability pride flag. Each color symbolizes a different part of the community, because everyone deserves to have clothing that fits them, suits their needs, and makes them feel good about what they wear.

As someone with a chronic illness, finding clothing to fit health needs is difficult, regardless of the specific criteria. This website is born of necessity but meant to provide a resource that users can then add reviews to items based off of the four criteria: Independence, Safety, Aesthetic, and Cost. These criteria will be used as tags for the items listed, so that the site can be searched by priority of the users.

This is a prototype concept of how the website may look in a mobile format, just meant to convey the general design of how the site may look.

## Concept Board

## Accessibility in Fashion



# BRAND IDENTITY



CANVA STUDENT FONT  
OBAKE MARKET  
obake market

Din Condensed and Din Alternate are used in  
the logo and trademark, but are currently  
unavailable to utilize.

## Photography

Obake is intended to be a human-centered website, and all photography should address that. Official photography should be diverse, showing people at their best, or what that means to the individual in question.

## Icons, Patterns, & Textures

The overall goal is to keep everything minimalistic and cozy. All icons should be somewhat abstracted, while still being recognizable. Patterns and Textures should be limited as to not draw away from the site itself. A repeated pattern for use would be the Disability Awareness flag, which features in the top bar of the website.



# MARKETING

## OBAKE MARKET

Unlock Accessibility



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Review Now

@obakemarket

Unlock Accessibility



MARKETING

# THE ACCESSIBILITY CRITERIA

TLDR;

Independence:

- Can it be put on or taken off without assistance?

Safety:

- Is this going to affect my health for long term wear?

Aesthetic:

- Does this make me feel like my best self?

Cost:

- Is this in my budget?

RATE CLOTHING:  
[obakemarket.com](http://obakemarket.com)

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# MARKETING

Unlock Accessibility

# MARKETING

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## OBAKE *market*

Summer 2023







## WHY OBAKE?

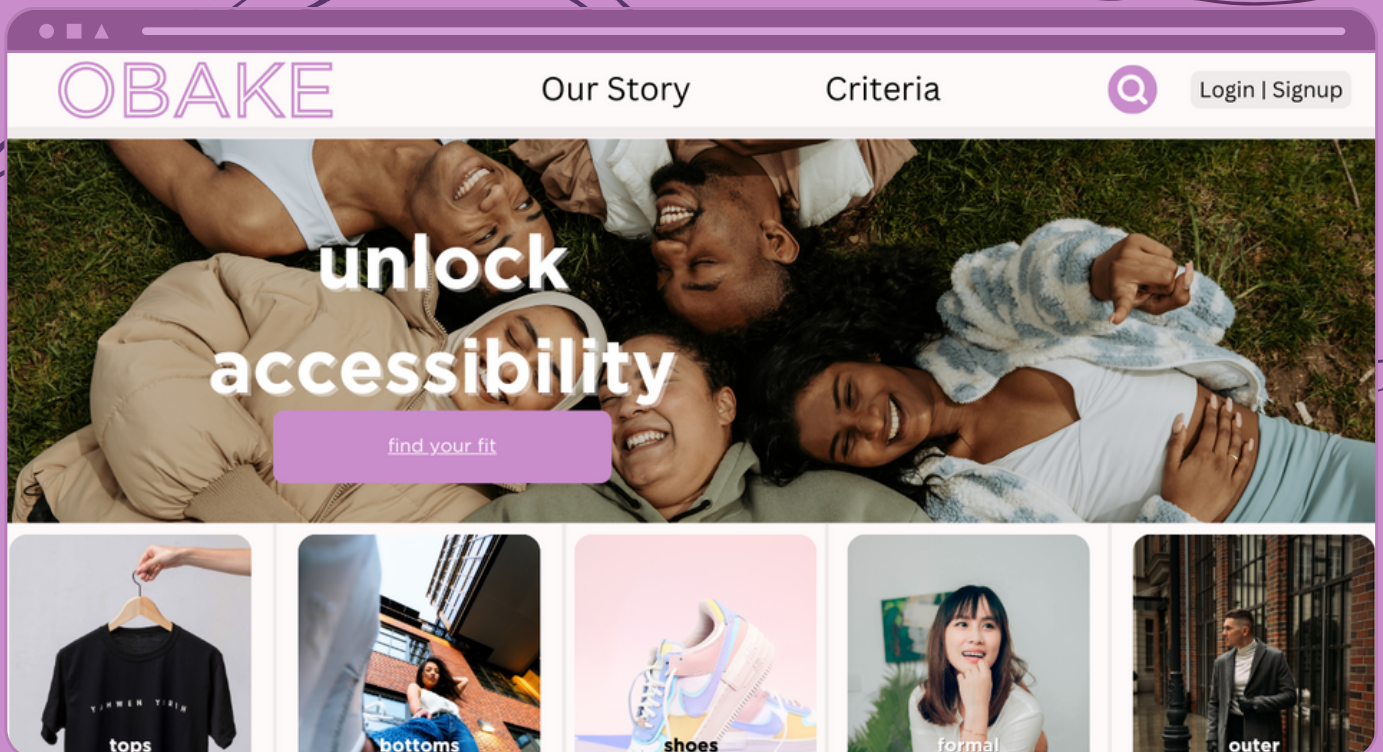
Oake Market started as a small idea that developed into something with a life of its own.

I have what's considered an invisible disability, and while it doesn't often affect what clothing I buy, I still find myself struggling when those times come.

While thinking about what I wanted to see, the idea of creating a place for people to share their thoughts and opinions on pre-existing clothing on accessible criteria formed. I noticed that many sites that rank accessible or adaptive fashion are all about brands- but what about individual pieces, or specific needs? How can we narrow down the search, or find items more budget-friendly?

Oake Market was created to foster connections and spread the word about what clothing items are accessible, and why.

# PROTOTYPES



# CONCLUSION

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The objective of this capstone course was to create a meaningful project relating to our projected career fields.

Throughout the development of this term, this project became near and dear to my heart and truly helped me narrow down what exactly I wish to focus on in the future.

The purpose of the research, both site and user, was to identify a specific target market that may be receptive to the website I have proposed. The niche, of course, being Los Angeles residents who are disabled and want to have fashion that makes them feel like their best self

Each advertisement was created with the idea of a digital focus. This is because our world is quickly becoming more and more online, and I find it important to not follow the trend, but try to get ahead of it. Two of the advertisements were created for a possible physical world application as well (flyers or posters), and the tone change is clear.

Thank you, reader, for engaging in my proposal. I want to see a world where accessible fashion is normalized, and every bit counts.

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