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## **Accessible Wear Opens First Retail Location**

Store offers one-of-a-kind shopping experience, adaptive clothing for those who are ability challenged

**WEST ALLIS, Wis. (September 5, 2013)** – A new kind of shopping experience will open in West Allis on Sept. 19. [Accessible Wear](http://www.accessiblewear.com), a retail store for people with unique needs, is hosting a grand opening event at 10:30 a.m. with refreshments, giveaways, entertainment and a ribbon cutting ceremony. Fully accessible, the store will offer fashionable adaptive clothing and accessories for people who are ability challenged.

“We began looking for easy-to-use and fashionable clothing items after seeing the frustration of a family member who struggled to get dressed and feel good in her clothing everyday. We were shocked to see so few clothing and accessory options for people who are ability challenged. In fact, we didn’t find any retail location options in our state,” said Lisa Brodacz, owner of Accessible Wear. “Accessible Wear makes shopping an enjoyable experience for everyone and we couldn’t be more excited to start helping our customers. I’m personally looking forward to acting as a personal shopper for our customers.”

Brodacz brought Accessible Wear to life along with Neil Sherman, offering easy-on, easy-off clothing and accessories. The clothing styles include active, casual and dressy. There is also a seamstress onsite to help with alterations. Unlike online retailers, Accessible Wear offers the ability to feel, touch and try on the merchandise – no shipping hassles, risks or surprises. The store is a convenient and welcoming place for people who are ability challenged to shop and feel confident about their purchases.

In the future, Accessible Wear would like to host charitable events, including fashion shows and makeovers. Brodacz and Sherman would also like to expand to other retail locations in order to provide more convenient shopping for people throughout Wisconsin and the Midwest.

For more information, please visit [www.AccessibleWear.com](http://www.AccessibleWear.com).

### **About Accessible Wear**

Accessible Wear is a one-of-a-kind retail store for people with unique needs. Located at 11045 W. National Ave., West Allis, Wis., the store offers fashionable adaptive clothing and accessories with alteration options for people who have difficulty getting dressed, including those who are ability challenged. The store is fully accessible and prides itself on providing a feel good shopping experience that’s personal and attentive. Customers benefit from increased independence while shopping in-store and utilizing Accessible Wear’s adaptive clothing at home. For more information, please visit [www.AccessibleWear.com](http://www.AccessibleWear.com).

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