

## EMMA CLEGG AND MOLLY ROGERS

Ages: 29, 28 • Cofounders, JAM the label • Australia

**Occupational therapists** Emma Clegg and Molly Rogers cofounded JAM the label in 2019 to create fashionable clothing for people with disabilities. The inclusive brand uses magnetic fasteners, stretchy materials and tagless designs for comfort and accessibility, with the pair aiming to take adaptive clothing mainstream. While at university, Clegg and Rogers learned that getting dressed was among the most difficult daily tasks faced by disabled persons, as they were support workers for Jack and Maddie, clients with cerebral palsy in wheelchairs. Store-bought clothes had to be oversized to wear, while inclusive designs tended to be unattractive and “hypermedicalized,” says Clegg. “We didn’t have to choose function over fashion, so why did Jack and Maddie?” Based on feedback for more stylish options, JAM developed brightly colored and youthful designs that cater to those with physical, intellectual and sensory disabilities. JAM is sold online (on its own site and other retail platforms) and ships worldwide to countries including the U.K., U.S., Canada and Singapore. Clegg and Rogers are focused on making JAM an adaptive/inclusive clothing category leader. To educate the community about disability, they hold free information sessions and produce videos for their website, including one on “How to create an accessible photoshoot.” Last year, JAM was part of Australian Fashion Week’s adaptive clothing show, with Netflix’s *Heartbreak High* actress Chloe Hayden walking their runway. “An unexpected part of our journey with JAM has been educating the disability community that there is an easier way, and that they don’t have to accept things just because it’s how it’s always been for them,” says Rogers.

—Karsha Green





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