

Target Corporation

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## **Target Announces Affordable, Holiday-Themed Adaptive Clothing Line for Disabled, Handicapped and Sensory Processing Sensitivity Individuals**

**Minneapolis, MN., OCT. 10, 2022** – Target Corporation (NYSE: TGT) announced today it will launch its new holiday-themed adaptive clothing line for adults and children on November 1. The adaptive clothing collection—which will release online at Target.com, in stores and on the Target app—is designed with individuals in mind who possess a disability, a sensory processing sensitivity or are handicapped.

Adaptive clothing are apparel which are anatomically designed for adults and children who acquire instant access to body parts in case of emergencies or immediate assistance without having to remove the entire piece of clothing. The garment is also tailored for post-surgery patients (e.g. port access allowing wires to run smoothly through garments); disabled individuals (e.g. pants or long sleeves designed for prosthetics); or special/sensitivity needs persons (e.g. heat-transferred labels instead of tags).

“Our new adaptive clothing line was not only designed with function in mind,” said Stacey Monsen, senior product designer for Target Corporation. “It’s also fashionable, chic and contemporary. Target’s new collection will entail ergonomic pieces with a festive flair that are also offered at affordable prices.”

The merry and bright collection that is soon to be launched will offer an array of options for adults and children including red, white, green and gold-themed garments. Additionally, the adaptive line is designed with the following functions:

- Flat seams
- Wide necklines

- Easy shoulder openings
- Port access
- Velcro closures
- And more

Target's launch in the adaptive clothing industry will greatly assist individuals with specific needs which further proves to uphold its commitment to inclusivity and equal resources for all.

### **About Target**

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at nearly 2,000 stores and at **Target.com**, with the purpose of helping all families discover the joy of everyday life. Since 1946, Target has given 5% of its profit to communities, which today equals millions of dollars a week. Target continues to lead the general merchandise retailer industry through pioneer efforts such as its adaptive clothing launch. Additional company information can be found by visiting the **corporate website** and **press center** and by following **@TargetNews**.