

INGA WELLBEING DESIGNS STYLISH HOSPITAL CLOTHING

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Wellness : Fashion : Health



Belgium – Garments in the collection are designed to address the needs of the ageing population.

Healthier lifestyles and advances in medicine mean that consumers are living for longer, and many older consumers are spending more time in hospital as a result. Nikla Lancksweert and Fiona McGreal founded Inga Wellbeing to develop clothing for people receiving medical treatment that does not resemble traditional hospital apparel.

The collection comprises four womenswear and two menswear pieces that can be worn both during the day and at night. The garments were developed in collaboration with doctors, nurses and patients, and boast a variety of features designed to safeguard the dignity of wearers and aid mobility.

‘Our future senior citizens are very active grandparents and members of the community,’ McGreal told Fast Company. ‘They don’t want to suddenly find themselves having to don a hospital gown with an institutional print.’

The Big Picture

- : Flat-Agers are searching for products that help them to retain their sense of self, even in times of difficulty
- : Brands such as Renaissance and Inga Wellbeing are promoting inclusivity and avoiding relying on stereotypes to market to older consumers