**THE PROBLEMS:**

Compression socks are medically helpful but unattractive &
Flats are fashionable but don't work well with wheelchairs

**THE SOLUTION:**

**LAYER 1:** SKIN COLOR COMPRESSION

**FEATURES:**
- Compression sock layer to increase blood flow & prevent inflammation
- Extra cushion where sock-shoe adapter connects to shoe to prevent discomfort
- Available in a range of skin tones to match user so that sheer aesthetic of top layer is maintained

**LAYER 2:** SHEER NYLON MESH

**FEATURES:**
- Star detail to match current trend
- Manufactured bunching to simulate aesthetic of non-adaptive mesh socks
- No stars on arch of foot to prevent discomfort
- Three sock-shoe adapters sewn in to keep flats from sliding off

**LAYER 3:** SOCK-SHOE ADAPTER

**FEATURES:**
- Flexible materials to prevent discomfort
- High strength magnet to attract from both sides of shoe to hold in place
- Star on outer flap to match sock aesthetic

**STARRY NIGHT SUPER SOCKS**

**COMFORTABLE, FASHIONABLE, FUNCTIONAL.**

The Starry Night Super Socks allow women who use wheelchairs to wear any mainstream shoe of their choice. With a compression sock layer underneath to provide comfort, a sheer-star layer to provide style, and the sock-shoe adapter to prevent her shoes from sliding off, she can look and feel like a super woman every day.
RESEARCH

SPECIAL THANKS TO LAURIE AMAN

Laurie is a 36 year old woman who sustained a spinal cord injury in 2011 and is now paraplegic. In our conversations, she explained that compression socks were needed to decrease inflammation while seated, but the only options were sporty or tacky. She needed a compression sock that could be worn with cute outfits and be both feminine and functional.

CONSUMER STORIES

https://www.lovenydress.net/blog/2014/01/disabled-bride-wedding-secret-garden-childrens-literature.html

- Bride shares struggle of wearing flats at her wedding: "Luckily my mum had the idea to sew nude socks into a pair of ballerinas, so that they would actually cling to my feet..."
- Inspired idea for sock-shoe adapter


- Bride shares that her greatest worry was to not be able to wear cute shoes: "What worried me the most? Shoes"
- Clear that this is an issue for many people

https://ablethrive.com/life-skills/how-wear-heels-wheelchair

- Disabled women have to learn techniques to wear heels/flats


- Woman wears flats and heels that she shouldn't wear for health reasons to be 'normal'

COMPRESSION SOCK COMPOSITION

Adidas: 34% acrylic, 29% polyester, 28% nylon, 8% natural latex rubber, 3% elastane, cushioning
Bombas: 84% Cotton, 17% Polyester, 13% Nylon, 6%

Other options: zippers for putting on, different lengths

TARGET CONSUMER & STYLING

Who:
Women ranging in ages 15-45 who use a wheelchair or have other needs for wearing compression socks daily.

What:
Socks that are stylish but medically assistive due to compression and prevent shoes from slipping off while using a wheelchair.

How:
Adapter can be worn with any mainstream flat or heel. Socks can be worn under jeans/leggings for a chic look.

When:
To work, dinner, shopping, a party, a wedding, whenever!

STYLE INSPIRATION

Brands that sell sheer socks:
- Free People (one of Laurie’s favorites)
- Princess Polly
- Shein
- Forever21
- ... and many more!

MEDICAL NEED FOR COMPRESSION:

Knee length socks prevent venous distension for people with spinal cord injuries, prevent deep vein thrombosis (blood clots)

Support blood circulation

Safe, inexpensive

http://ecuwashington.edu/info/newsletters/SOUL_Spr_2015.pdf

Edema – swelling caused by too much fluid, paralyzed muscles are unable to pump blood that has pooled in legs

Two types of socks: gradient compression stockings (highest at ankle to minimize collection in legs) vs anti embolism stockings