

Tri

Tri-It On is an online marketplace that curates stylish clothing tailored to the unique needs and body types of women with Down Syndrome, offering an inclusive shopping experience for DS individuals, their caretakers, and loved ones.

Empowering

We believe personal style is a powerful tool for self-expression. Every woman deserves the opportunity to express her individuality and lead with confidence through fashion that reflects who she is.

Redefining

We challenge outdated ideas about fashion, beauty, and disability. Our work expands representation and reshapes industry standards, honoring real voices over outdated expectations.

Equity

We recognize that true inclusion means meeting different needs in different ways. Equity drives how we curate, build, and operate — creating spaces, both digital and imaginative, where every woman can access style and self-expression on her own terms.


DIGITAL UK ISSUE
SEP 2020
GLAMOUR
CHANGING THE
FACE of FASHION
"We're still a way off it being normal to see models like me in fashion"
ELLIE GOLDSTEIN
BRITISH
VOGUE
MAY 2020
CORONATION SPECIAL
by NAOMI CAMPBELL
KATE MOSS
MUNROE BERGDORF
JOAN COLLINS
SUMMER ROMANCE:
GORGEOUS LOOKS
FROM SIREN GOWNS
TO SIZZLING PRINTS
Redefining
FASHION

Manifesto

Fit matters. Voice matters. Representation matters.
At Tri It On, we believe women with Down Syndrome deserve more — more choice, more visibility, more recognition.

We exist to empower self-expression, redefine what fashion can be, and build a space where every woman is authenically seen, heard, and celebrated.

We curate pieces that feel good, fit right, and let you show the world exactly who you are — with confidence, creativity, and pride.

This is your space.
This is your style.
This is your voice.

Tri It On.

Customer Profiles

The Loved One

Gender: Woman

Age: 15-60

Income: Any

Job: Any

Location: Urban/Suburbs

Influences: Parenting blogs, Disability communities, Professional advice, Peer recommendations, Online reviews, Prefers products that improve quality of life

Strengths: Supportive, community-centered, open to new ideas, willing to research

Weaknesses: Limited time, spread thin across responsibilities



They aspire to support their loved one's independence and confidence, valuing experiences that understand disability, prioritize independence, and offer stylish, accessible options. Convenience matters: they appreciate easy-to-navigate websites, clear sizing guides, and transparent information. Motivated by love, practicality, and pride, they seek tools that promote autonomy and brands that reflect real community values.

Customer Profiles

Women with Downs

Gender: Woman

Age: 15-60

Income: Any

Job: Any

Location: Urban/Suburbs

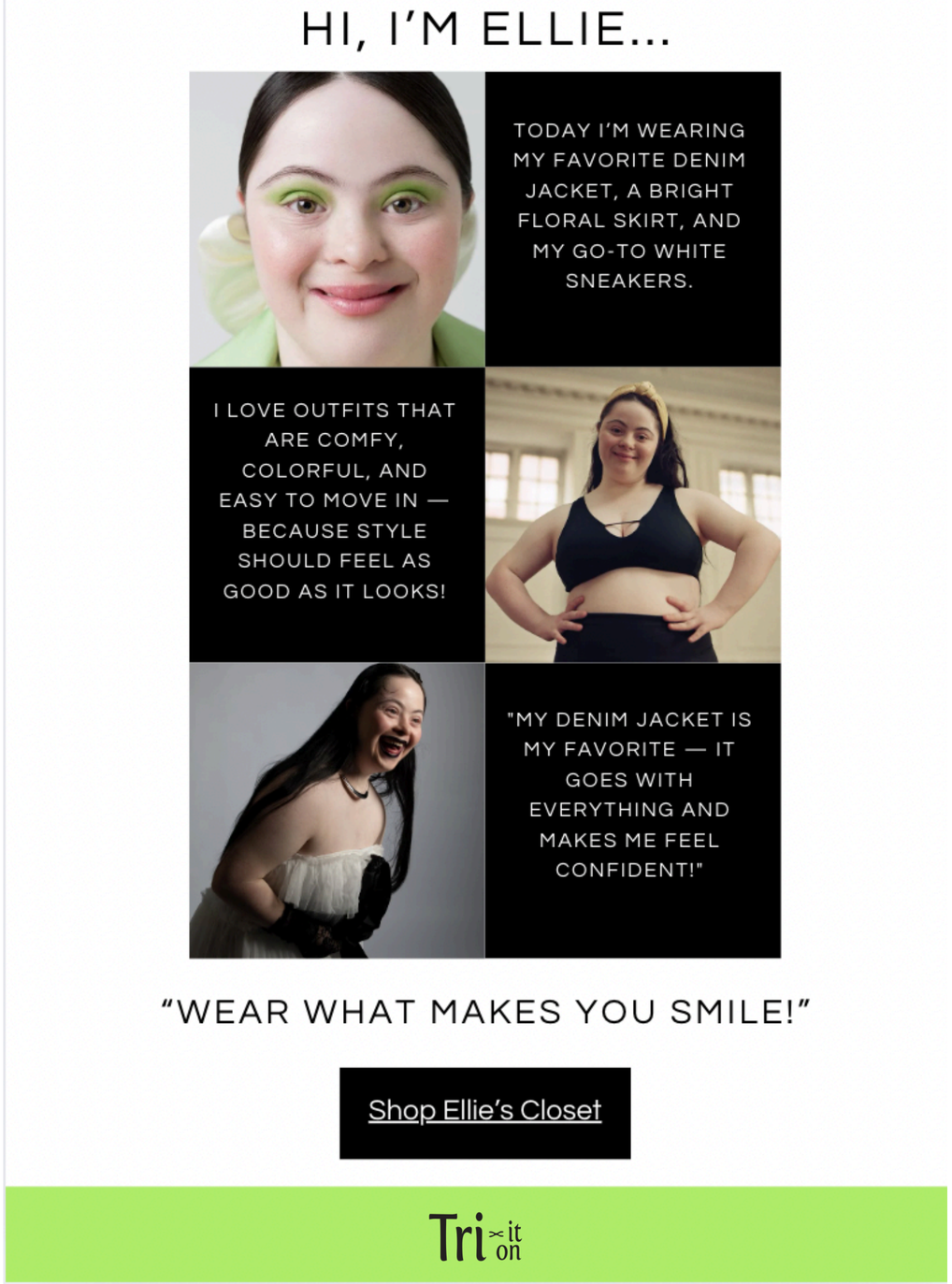
Influences: Peers, pop culture, media, celebrities, family

Strengths: Strong desire for self-expression through fashion, community-centered and influenced by positive role models, desire to make independent choices

Weaknesses: Navigating websites scan be challenging, Unique sizing, fit, and accommodation needs, May need support or guidance with selection and purchase confidence



Inspired by bold role models, she loves fashion that lets her express herself and experiences that build her confidence and independence. She values being part of a community where she is seen, included, and celebrated. With a strong desire to make her own choices, she's eager to explore style on her terms—though she may need occasional support with navigation and fit. She's looking for a brand that empowers her individuality and embraces HER voice.



Email Campagn Example

Subject Line:

a. See Ellie Tri-It On!

Headline:

a. Hi, I'm Ellie!

Description:

a. Today I'm wearing my favorite denim jacket, a bright floral skirt, and my go-to white sneakers.
b. I love outfits that are comfy, colorful, and easy to move in — because style should feel as good as it looks!
c. Style Motto: "Wear what makes you smile."
d. Favorite Piece of Clothing:
    i. "My denim jacket — it goes with everything and makes me feel confident!"



“DOWN RIGHT STYLISH”

“DOWN TO BE BOLD”

“DOWN TO TRI IT ON”