

Case Study

INTOTUM

Intotum creates stylish, functional adaptive clothing for the disabled community. The brand's range of custom-designed clothing incorporates discreet, built-in functionalities that enhance comfort and independence. Created in collaboration with disabled people, Intotum's functional clothing is highly fashionable – promoting individuality while meeting practical needs.

The social problem

Unable to shop off-the-rack, many disabled people struggle to find stylish clothing that can accommodate their specific needs. Current options are either unsuitable or ugly. Many resort to altering or cutting clothing, or wearing leisurewear, limiting fashion choices and stifling self-expression.

The venture's solution

Intotum's ready-to-wear adaptive clothing is fashionable and functional, with no need for costly alterations. Each piece is designed with the disabled community, parents and carers, to ensure comfort, durability, and ease of dressing. By merging fashion with function, Intotum empowers individuals to express their style with confidence, without compromising on accessibility.

The venture's challenges

Intotum's clothing is rapidly gaining fans, but raising awareness remains a challenge. Increased marketing and promotion across channels is a priority. To scale the business, Intotum requires additional investment funding, strategic collaborations and retailer partnerships to expand domestically and internationally.

How can you help?

You can help Intotum with expert support for marketing, PR, and establishing retailer partnerships. Connections with investors ahead of its 2026 funding round would be invaluable. Assistance in scaling operations and expanding the product range will enable Intotum to reach more disabled people seeking stylish and adaptive fashion choices.

Get in touch

To learn more about our ventures or explore support opportunities, please get in touch with us at londonsocialventures@qmul.ac.uk.