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(Affordable too!)



**by kids only.com**

Getting Dressed Just Became Fun!  
Seamless...Tagless...Cool...Clothing.

For Immediate Release

## **GETTING DRESSED JUST BECAME FUN: BYKIDSONLY.COM LAUNCHES, EMPOWERING CHILDREN 5-13 TO DESIGN THEIR OWN CLOTHING**

### **Kids Will Watch Their Input Come to Life as They Post and Vote on Designs for Eco-Friendly Shirts, Pants, Dresses and Pajamas to be Locally Produced**

Philadelphia, PA, March 5, 2009 – Fashion Week may be over, but the fun is just starting for children who want the final say on what they wear. Launched today, ByKidsOnly.com is an interactive site where children aged 5-13 draw and post their ideal shirts, dresses, pants – even pajamas – and vote on their favorites. Winning designs are interpreted by fashion designers into actual clothing that will be produced locally with eco-friendly materials and sold online and at select retailers for mid-range prices.

“Children love the idea of wearing something they helped create,” says Aviva Weiss, a pediatric occupational therapist and founder of Fun and Function LLC, parent of ByKidsOnly.com. “By letting them express verbally and visually what matters to them most, we can learn from them and hopefully produce apparel that they’re excited to wear.”

More than simply providing an outlet for their creativity, ByKidsOnly.com will let children express and address factors that most affect their level of comfort and contentment in what they wear.

“Children have so many idiosyncrasies about dressing,” Weiss adds. “When they are uncomfortable with the fabric, seams, or style, they can act out and become frustrated or stressed.” This is a particular challenge for children with autism, Asperger syndrome or sensory integration disorder, she says, as they can be acutely sensitive. For maximum comfort, the ByKidsOnly.com apparel line will be seamless, tagless and made from organic cotton and other natural fibers.

“Parents can go crazy washing the same thing every night because that’s all their kids will wear,” says Weiss. “We want to create a line that does away with the typical complaints they hear from their kids and offers options that are attractive, agreeable and affordable.”

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### **Clothing Design: A Collaborative Process**

Children are now invited to design, submit, and vote on concepts for shirts (short- or long-sleeve) through April 12, 2009. Top-ranking designs will enter a Design Showdown from April 20 to May 1, and the winning design will be produced from eco-friendly materials – without seams or tags – and made available for sale this summer. This six-week design-and-vote cycle will repeat for pants, dresses, and pajamas in accordance with ByKidsOnly.com’s “Fashion Calendar,” which is posted on the website.

To participate, parents must register their children and indicate both the child’s age and desired user name. Once registered, children may begin posting designs, giving each a title and brief description. They can also vote on their favorite design, whether or not they post a drawing themselves.

ByKidsOnly.com offers several tools to jumpstart and engage children in the creative process, including tips for parents and children to brainstorm together and downloadable clothing templates. There is also a section on the website designed for group activities such as “design parties,” where families, schools play centers or other groups can also host and submit drawings for collective posting and viewing under a single name (e.g., “Jan’s Birthday Party”).

While input from children will provide a truly unique, responsive source of design ideas, it will not be the only source of design ideas for ByKidsOnly.com. Weiss says the clothing line will also benefit from the counsel of established fashion experts. One such consultant will be Kathleen Fasanella, renowned pattern maker and author of *The Entrepreneurs Guide to Sewn Product Manufacturing*.

“We were honored to hear that Kathleen is interested in lending her expertise to the development of our clothing line,” says Weiss. “She has personal experience with sensory sensitivity and has offered her guidance on optimal patterns and manufacturing techniques to maximize comfort.”

The line will also eventually expand beyond the initial few clothing categories, Weiss adds, and will look to both the public and such experts for further suggestions.

“As more and more children find their voice as designers and voters, we envision adding more clothing categories and activities on bykidsonly.com” she says.

### **About ByKidsOnly.com and Fun and Function LLC**

ByKidsOnly.com is an interactive site that engages children in designing their own clothing for both fashion and comfort. The winning designs – as voted by children – are manufactured locally with eco-friendly materials and available for purchase. ByKidsOnly.com launched in March 2009 and is owned and operated by Fun and Function LLC in Merion Station, PA.

Fun and Function LLC launched in 2005 by pediatric occupational therapist Aviva Weiss and her husband Haskel, offers engaging, durable and functional play and therapy products at affordable prices, including an exclusive line of scooters, magical apparel, weighted compression vests, and portable writing kits. When she recognized that her own infant daughter had sensory processing difficulties, Aviva Weiss was frustrated by the lack of kid-friendly styling and high prices of existing special-needs products. She set out with a passion for eliciting the potential of all children, and began designing products that help kids feel good and achieve their best. Today, the company offers hundreds of innovative products marked by affordability and durability, valued by parents, pediatric therapists and educators. For more information, visit [funandfunction.com](http://funandfunction.com) or [catalog.funandfunction.com](http://catalog.funandfunction.com) or call 1-800-231-6329.