



ARE YOU READY FOR THE
SHIRT DESIGNED TO
CHANGE THE WORLD?

WhatDo
WhatDoHQ.com

WHATDO LAUNCHES ONLINE STORE ON WORLD AUTISM AWARENESS DAY

- Patented Shirts Made of Bamboo Fabric, Focusing on Customers with Sensory Issues
- Celebrates Neurodiversity and Autism
- Commitment to Eco-Friendliness and Sustainability; 100% Plastic-Free

LONDON, ENGLAND, 22 March 2021 – WhatDo, a sensory-friendly, carbon-neutral, diversity-positive clothing company, is launching online at [WhatDoHQ.com](https://www.WhatDoHQ.com) on 2 April 2021, World Autism Awareness Day. WhatDo's patented, tagless shirts made with inside-out seams, relaxed necklines, draped sleeves, and bamboo fabric cater to individuals with sensory issues. One of the softest fabrics available, bamboo is hypoallergenic, antibacterial, antifungal, UV protected, biodegradable, and sustainable.



Debuting eight t-shirts in total - unisex for children and adults - the collection includes plain t-shirts in both black and white, as well as six exclusive designs. WhatDo will focus on promoting acceptance of and celebrating neurodiversity and autism in a way which has never previously been done by any clothing manufacturer.

WhatDo - named by CEO Lisha Rooney's eight-year-old autistic son Lumen - maintains an eco-spectacular policy and is committed to being 100% plastic-free. All designs are printed with water-based inks, no plastic swing tags, no plastic lamination on any paper products, no plastic packaging, and no plastic adhesive in packaging tape.

Said Paul Adshead, WhatDo's Creative Lead: "We were determined to create the t-shirt that could change the world, from both a sensory and environmental perspective, as well as a celebration of differences standpoint. This is not your dime a dozen, stiff, itchy cotton shirt with skin-irritating seams and annoying tags that companies purchase in bulk and slap a plastic logo on, sell it for a massive markup and profit on naïveté and fast fashion which is ruining our planet."

Commented Rooney: "Our shirts' messages are not those which apologise for being neurodivergent, insist that autistic individuals are missing pieces, or support ableist notions characterising autism as a disease which needs to be treated or cured. WhatDo t-shirts celebrate the autistic individual."

She added: "It is worth remembering that World Autism Awareness Week and World Autism Awareness Day is a difficult time for a lot of autistic individuals. It is painful for them to see highlighted in news stories around the world organisations which seem to be the loudest voices in the 'autism awareness' arena, organisations which have caused and continue to cause profound harm to autistic individuals. This specific time of the year can also feel like it diminishes an entire group of people's daily reality to a limited-time cause or an optional topic in which to become involved or not. It is a time when we all need to be more mindful."



This is only the beginning for WhatDo, which plans to offer new designs and additional sensory-friendly clothing both online and in select retail outlets. The company is in the process of applying for a second patent for a groundbreaking clothing item. In addition to its t-shirts, WhatDo also offers 100% recycled, heavyweight, durable tote bags with all of its designs, postcard packs with its designs, and electronic gift cards.

About WhatDo

Launched in 2021, WhatDo is a sensory-friendly, carbon-neutral, diversity-positive clothing company which offers patented, tagless shirts made with inside-out seams, relaxed necklines, draped sleeves, and bamboo fabric which cater to individuals with sensory issues. One of the softest fabrics available, bamboo is hypoallergenic, antibacterial, antifungal, UV protected, biodegradable, and sustainable. The company is committed to being eco-friendly and maintains a 100% plastic-free policy. WhatDo celebrates neurodiversity and autism.



The WhatDo logo represents the triad of diagnostic criteria for autism, including persistent difficulties with social communication, social interaction, and restricted and repetitive patterns of behaviours, activities or interests, including sensory behaviour, all of which have been present since early childhood and limit and impair everyday functioning. Within the triad, is a visual depiction of the idiomatic expression 'square peg in a round hole' which describes an individualist who could not fit into a niche of their society. At WhatDo, we do not believe a square peg should be forced to fit into a round hole - an autistic individual should never be forced to conform to society's standards - but rather the two should coalesce. For this to happen, we feel there needs to be a lot of work done to establish a better balance. Neurotypical individuals need to listen more and attempt to understand neurodivergent individuals. We decided to use red thread for our first collection to bring attention to the Red Instead movement, which calls for autism acceptance.

About Lisha Rooney, CEO

Lisha is a mother to two sons, the youngest of whom is autistic. She is an autistic rights advocate, particularly within the arts realm. Lisha is an ambassador for Flute Theatre, a theatre company which performs the works of Shakespeare to autistic individuals and their families, as well as a governor at Queensmill School, a school for autistic children rated Outstanding in all aspects by Ofsted. Lisha has spoken at the Cultural Inclusion Conference and wrote Disability Arts Online's first-ever published Letter to the Editor regarding exclusion. She has a Master of Fine Arts degree and a Bachelor of Arts in Communications.

Had enough of text? [Click here](#) to watch the WhatDo video!

For more information, visit WhatDoHQ.com.

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