



EMBRACE COMFORT • EMPOWER CONNECTIONS • ADDRESS TOUCH DEPRIVATION

# DO YOU FEEL TOUCH DEPRIVED?

## A MATTER OF TOUCH

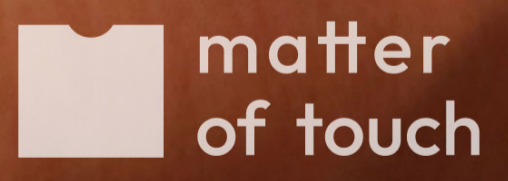
Designing clothing to address touch deprivation among young adults

Touch deprivation, a largely unrecognized phenomenon that affects approximately 54% of people globally, has a significant negative impact on the well-being of these individuals. Having physical connections is a fundamental part of the human experience whether it is a warm hug from a loved one or a comforting pat on the shoulder. The aim of the project was to understand the needs, difficulties, and overall experiences of touch-deprived young adults (18-30) and based on the findings design to improve their well-beings. This led to the concept of a clothing line consisting of pieces designed for connections, comfort, and awareness.

Touch deprivation is a complex issue, influenced by other life experiences and often intertwined with the feeling of loneliness, anxiety, emotional regulation, and can lead to low self-esteem. The absence of touch goes beyond the physical sensations, young adults long for the emotional connections that come with closeness. Touch deprivation is a hidden struggle, however, raising awareness of our touch needs is crucial for initiating self-reflection and active mitigation.

Designing garments as a response to address touch deprivation offers a subtle way to embrace these young adults and help with their negative experiences. Clothing not only influences how others perceive us but also how we perform (encloded cognition). Through the design of these items, the intention is to invite affective social touch – provide sensory comfort to the wearer, act as a catalyst for creating in-person connections, and lastly raise awareness of the personal touch needs and the issue of touch deprivation. The project aims to stimulate and foster real-life connections and challenge the stigma surrounding touch while supporting individual comfort. The project hopes to make a meaningful impact and spark a broader discussion on the importance of touch in human well-being.

Matter of touch, a clothing brand that goes beyond fashion. The brand is dedicated to addressing touch deprivation and fostering connections through our thoughtfully designed garments. The pieces are created with a purpose in mind, inspired by the personal stories of young adults who have experienced the negative impact of touch deprivation firsthand.



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A matter of touch - Designing clothing to address touch deprivation among young adults  
21 August 2023  
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