

**MOB**  
I n d u s t r i e s



MOTO DJALI  
GON  
FERRARI ZÖCHLING



MOB combines functionality and fashion for people with and without disabilities

Developed with wheelchair users and realized with young fashion labels, MOB stands for fashion without barriers.

Wheelchair users are the standard at MOB, which is why the central product category is also called *Standard*.

Fortunately, wheelchair users are rarely alone. All products are also suited for their friends and lovers, for their sisters and brothers, buddies, comrades and cronies, who cannot roll through the world. MOB calls these garments *Companion*.

The different demands of modern wheelchair users are essential for the development of the products presented here. It would not have been possible to produce them and would not have been possible without wheelchair users' participation in the numerous fittings and redesigns.

MOB thus turns the usual procedure upside down: The requirements of wheelchair users (standards) are the norm which is then adapted for non-wheelchair users (companions).

The three Viennese fashion labels GON, MOTO DJALI, and FERRARI ZÖCHLING invited by MOB to collaborate have come up with very different solutions based on their own design strategies: While MOTO DJALI and FERRARI ZÖCHLING offer custom-fit solutions for a wide range of specific requirements, GON has developed garments that are equally suitable for Standards and Companions from the outset. Such products are called *All Inclusive*. If they also meet plus-size requirements, they are called *All Inclusive+*.



## MOTO DJALI

Alice Müller and Jennifer Mory are the makers of the model label MOTO DJALI founded in 2013. Commitment to an inclusive world is a top priority at MOTO DJALI and is consistently developed further in their MOB collection.

The aesthetic and technical refinements incorporated into their creations not only meet different demands and genders but also surprise through the choice of materials.



## Shirt

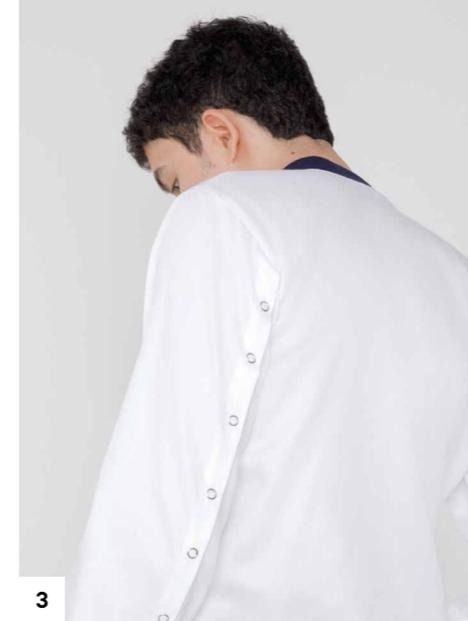
- 1 Form-fitting shirt in white made of cotton satin with blue cotton cuffs and concealed button placket.
- 2 Magnetic buttons. Particularly suited for people with limited hand and finger dexterity, paralysis, arthritis, Parkinson's disease, multiple sclerosis, ALS, or apoplexy. Not compatible with pacemakers.
- 3 Continuous push-button placket on both sleeves. Especially helpful in cases of cerebral palsy, fractures, and prostheses. Facilitates comfortable dressing, particularly when assistance is required.

## Denim-Jacket

- 4 Black denim jacket with 2 patch pockets on the left and right lower front. Pockets can be closed with a magnet. Jacket can be opened and closed from wrist to hip with press studs at the front. Particularly suited in cases of cerebral palsy and for e-wheelchair users. Facilitates comfortable dressing, especially when assistance is required.

## Trousers

- 5 Dark blue cotton trousers, soft fabric. With 2 side pockets on the left and right thighs. Allows comfortable insertion of the hands especially in sitting positions.
- 6 Elastic waistband and 2 opening options, either by zipper or completely at both front sides with a concealed push-button strip from waist to foot.
- 7 Facilitates access in cases of arthritis, paralysis, fractures, prostheses, and catheters.





## GON

After studying with Dior chief designer Raf Simons, Christina Steiner founded the fashion label GON in 2011. With its loose and flowing silhouettes, which skillfully combine abstraction and emotion, the label has attracted international attention ever since.

Together with MOB, GON has not only developed garments that are equally suitable for Standards and Companions but also a dress in the All Inclusive+ category.

## Blouse

- 1 Made of light, loosely falling viscose with shorter sleeves. Adjustable to  $\frac{3}{4}$  length with bands. Optimum length for wheelchair users, cannot get caught in the wheels of the chair. Highest wearing comfort and maximum style factor. Available in 3 different exclusive GON fashion prints.



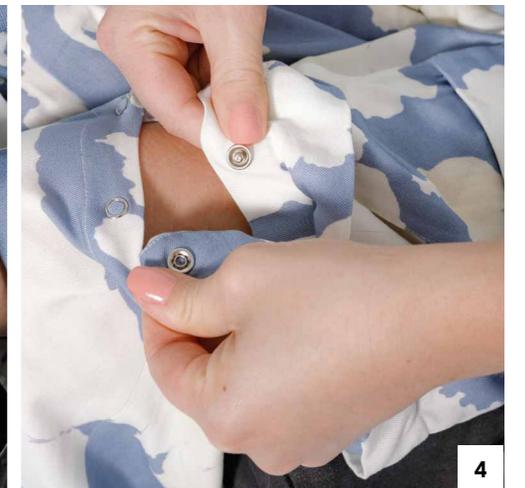
- 2 Can be opened and closed with magnetic buttons. Stylish and loose due to the asymmetrical binding at the front.

## Trousers

- 3 Made of viscose with an elastic, comfortable waistband. With patch front pockets on left and right thighs. Allows comfortable insertion of hands especially in sitting positions. Pockets can be closed with press studs. Available in 3 different exclusive GON fashion prints.



- 4 Separation of the trousers at knee height with press studs; optionally available with other fastening techniques, which allows the trousers to be worn short or long without taking them off.





## Dress

Made of light, loosely falling viscose with shorter sleeves. Adjustable to  $\frac{3}{4}$  length with ribbons. Optimum length for wheelchair users, cannot get caught in the wheels of the chair. Highest wearing comfort and maximum style factor. Can be opened and closed with magnetic buttons. Stylish and loose due to the asymmetrical binding at the front.

Available in 2 different exclusive GON fashion prints.





## FERRARI ZÖCHLING

Urban, understated design with colorful prints and continuing cooperation are the trademarks of the FERRARI ZÖCHLING fashion label established 2013. The mastermind of this success is the fashion designer Romana Zöchling.

Works by Madeleine Nostitz, which operate with the interplay of analog painting and digital techniques, adorn the creations of her MOB collection.



## Jacket

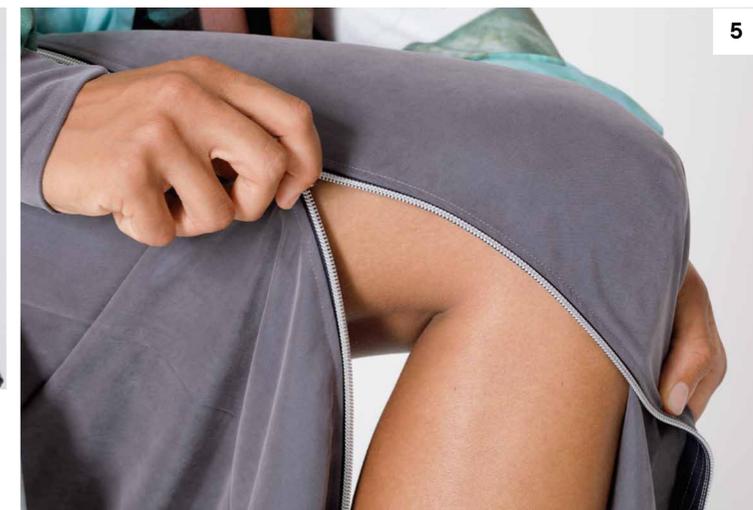
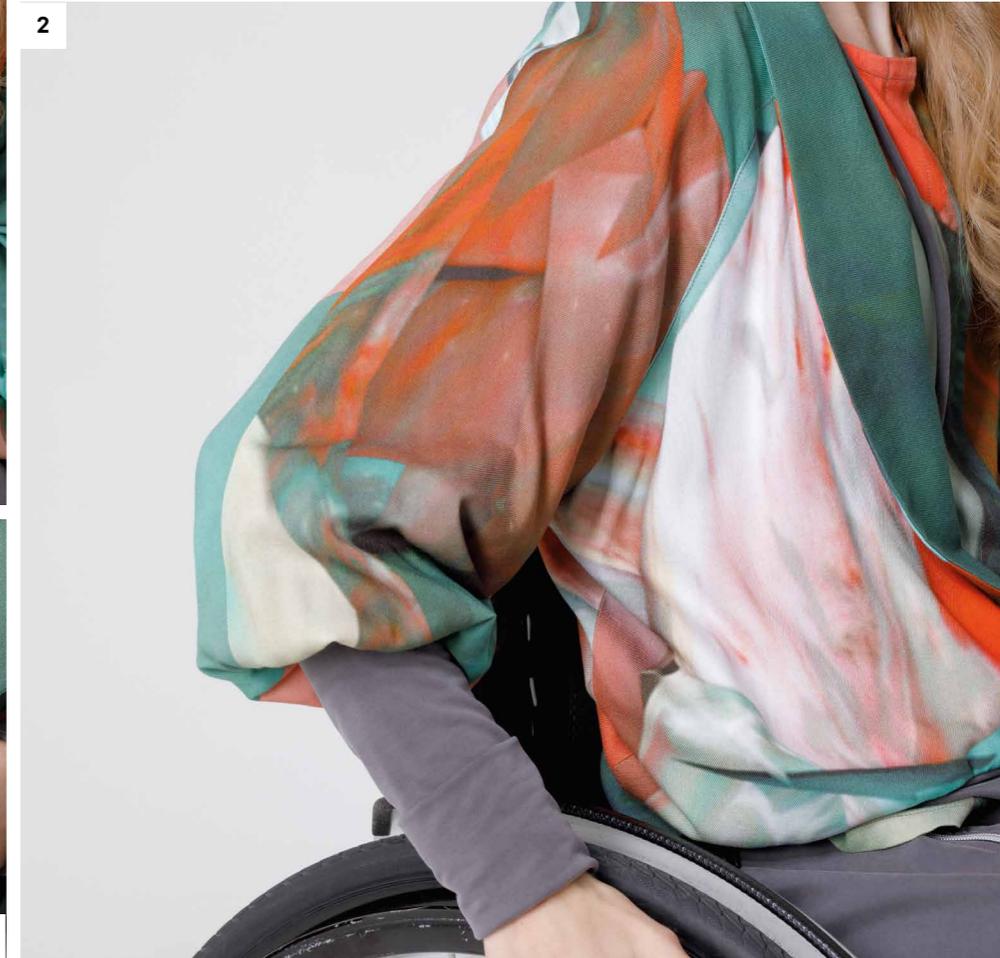
- 1 Jacket with Nostitz fashion print made of viscose and cuffs made of particularly soft Tencel fabric. The tight-fitting cuff covers the entire forearm; easy to push up or fold down.
- 2 Ideal for wheelchair users, cannot get caught in the wheels of the chair. Plenty of freedom of movement for the upper arms.
- 3 2 inside breast pockets in the front area, magnetic closure.

## Blouse

- 4 Blouse with Nostitz fashion print in viscose and Tencel with  $\frac{3}{4}$  sleeves. Optimum length for wheelchair users, cannot get caught in the wheels of the chair. Plenty of freedom of movement for the upper arms. Magnetic buttons. Particularly suited for people with limited hand and finger dexterity, paralysis, arthritis, Parkinson's disease, multiple sclerosis, ALS, or apoplexy. Not compatible with pacemakers.

## Skirt

- 5 Tencel skirt with soft elastic waistband. The 2-way divisible zipper on the left and right front allows for comfortable dressing and undressing especially in sitting positions.



# MOB

mob-industries.com

Contact: hi@mob-industries.com

## Imprint

MOB ind GmbH  
Högelmüllergasse 5/10  
1050 Vienna / Austria

UID: ATU74342614  
FN: FN 510183 w  
FB-Gericht: Handelsgericht Wien

## Special thanks to all participants, supporters and collaborators:

Philipp Hochenburger, Brigitta Balek, Alice Möschl, Markus Samek, Mariama Mauri, Andreas Paukner, Stefanie Vrbka, Zuzana Cuker, Amir Tourkmanian, Stephanie Buchmüller, Florian Bocksrucker, Stefan Katzensteiner, Lilla Sasvari, Dr. Arya Amir, Martin Grandits, Lina Standhartinger, Björn Segschneider, Kerstin von Gabain, Rebekka Hochreiter, Robinson Stärk, Klaus Requat, Ralf Stiebitz, Kerstin Thom, Nadja Thom, FAINA, Weinschenke Franzensgasse, Brillenmanufaktur Wien, Das Lokal im Hof.

**Philosophical consulting:** Dr. Fahim Amir

**Layout:** KONTAINER Media Design

**Photos:** Jakob Gsöllpointner

## Supported by:



Ein Fonds der  
Stadt Wien



Last page: **Martin Grandits**, 888, 2019

Wheelchair sculpture, lacquer with plastic cords and flowers, commissioned by MOB, Vienna / Austria

