

All eyes

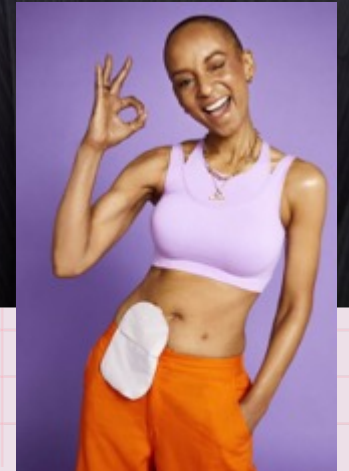
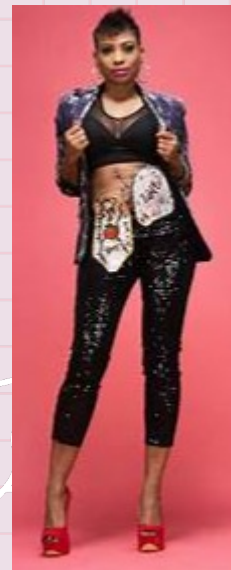
ON THE PERSON WITH AN OSTOMY

What can you wear?

Old, Young

Formal, Informal

Comfort & Style



Fashion for persons with an ostomy is all about comfort, confidence, and adaptability

- **Enclothed Cognition** refers to the influence that clothing has on the wearer's psychological processes and behavior
 - Heard the expression '**look good, feel good**'
 - Physically wearing clothing that has meaning to you
 - Clothing has a direct effect on our thoughts, behaviors and performance
 - Clothing can symbolize competence and professionalism which can lead to an increase in confidence and better performance

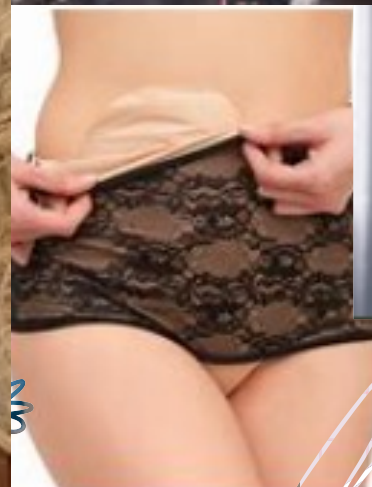


Clothing has symbolic meaning and affects your mood and behavior

- We make assumptions about others based on how they dress, and this affects our interactions with them
- What we wear influences how we think, feel, and act

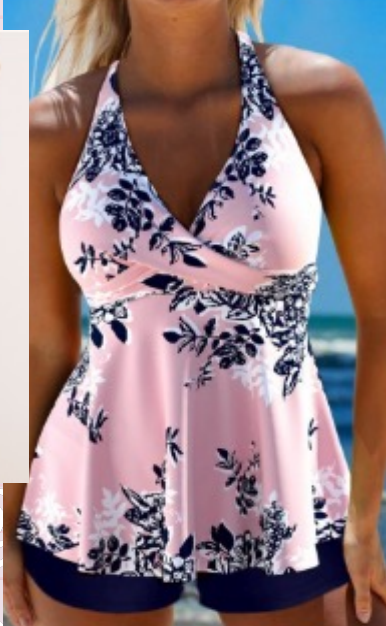
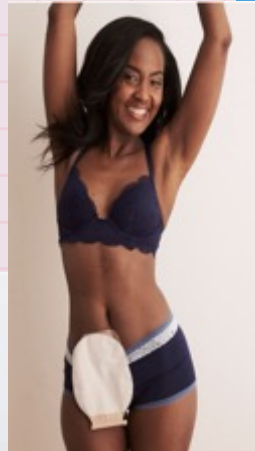


- **Don't solely rely on modifications of standard retail items**
- **Adaptive Fashions**
 - Include style as well as practicality
 - Meet the diverse needs of individuals with chronic health issues, mobility issues, or those who have undergone an ostomy surgery
 - Runway of Dreams – fashion runway of adaptive clothing
 - Inspire industry and the public to support and advocate for fashion that serves all individuals to celebrate their uniqueness and promote an inclusive environment
- **Ostomy clothing is designed for comfort, support, practically, and style**



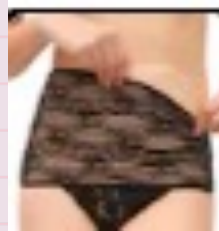
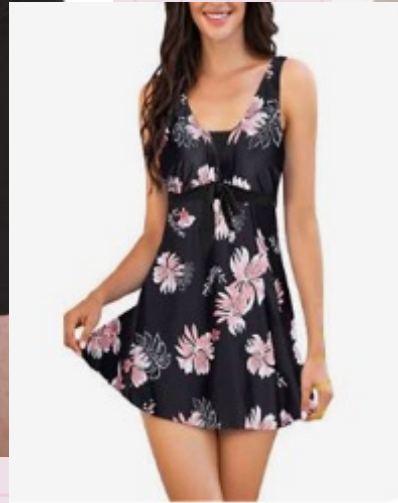
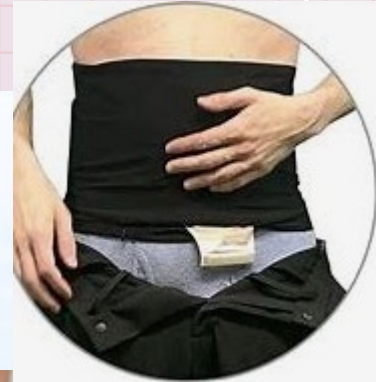
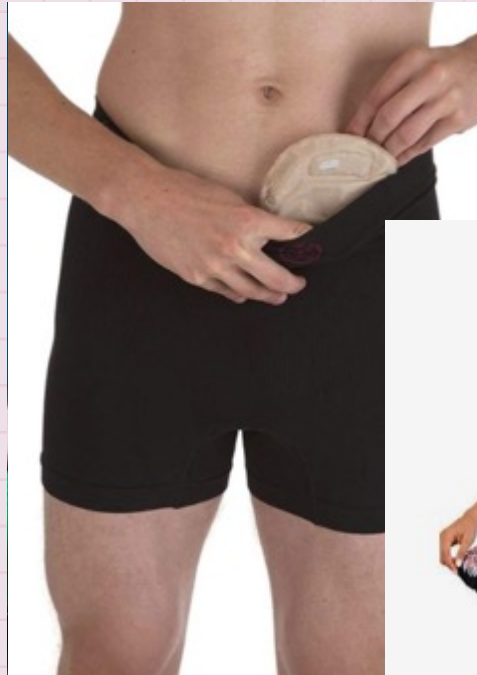
SWIM WEAR TIPS

- Try different swim outfits – evaluate the outfit in the bathtub before going to the pool or beach.
- Wet yourself in the shower then look in the mirror with the swimwear on so you can see if your pouch is visible.
- Swimwear with patterns or ruffles conceals the outline of the pouch.
- Try high-waisted swim shorts or swim bottoms with bikini top.
- High-waisted trunks will cover the stoma if your stoma has a lower placement.
- Use towels, sarongs, or wraps when walking around the pool or beach to feel more comfortable
- It is okay to choose not to conceal your pouch, embracing your body's positivity; the choice is yours



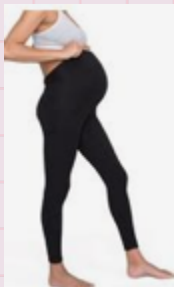
SWIM WEAR TIPS

- Supportive underwear or spandex shorts under swim garment gives a smooth appearance.
- Body shaper swimwear with a tight panel across the tummy helps to hide pouch.
- Consider board shorts, found in sporting goods stores or other retail stores, have higher rise in the crotch and longer legs
- Always empty pouch before swimming.
- Avoid applying a new wafer or skin protector before swimming as adhesion may not be at its best.
- Pat everything dry when you finish swimming – should not be necessary to change the pouch after swimming.

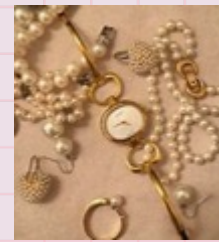


CLOTHING TIPS

- Consider high-waisted skirts/circular skirts or pants
- Wear pleated trousers
- Wear fitted vest under your shirt or a sweater
- Untuck shirts/blouses
- Experiment with different fabrics, colors & styles
 - Use heavy materials, materials with structure, plaids/strips or patterns
- Shift the focus away from the center of your body
 - Accessorize with jewelry, scarves, handbags, hats, shoes, etc.
- Consider maternity leggings
- Use stoma guards/shields



LOVATT
SILVER
GREY
AIRFORCE
NAVY



CLOTHING TIPS

- Consider using a Stealth belt
- Use a full-length mirror with good lighting or ask a friend to check your appearance
- Wear high-cut, elastic underwear
- Wear low-cut pants with belly band if your bag is high on your waist
- Layer a belly band under your dress or shirt to hide pouch
- Wear a jacket or vest with your outfit
- Wear suspenders

Be confident – Wear the outfits you like that make you feel good

Ladies Guide to Dressing with an Ostomy <https://www.veganostomy.ca/dressing-with-an-ostomy-clothing-for-women/>

Men's Guide to Dressing with an Ostomy <https://www.veganostomy.ca/dressing-with-an-ostomy-clothing-guide-for-men/>

Wound Ostomy Resource, Ostomy Fashion & Suppliers.
<https://coaostomy.org/resource-list.php>

Horton CB Jr, Adam H, Galinsky AD. Evaluating the Evidence for Enclothed Cognition: Z-Curve and Meta-Analyses. Pers Soc Psychol Bull. 2025 Feb;51(2):203-221. doi: 10.1177/01461672231182478. Epub 2023 Jul 17. PMID: 37458322.

