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FOR IMMEDIATE RELEASE

Holidays for Everyone: Target's New Adaptive Holiday Line Brings Joy, Comfort, and Style this Festive Season

LOS ANGELES (Oct. 5, 2025) — The holiday season is a time of joy, festivities, and giving for everyone, right? However, there is a lack of clothing for the disabled community around this celebratory time. This is why Target decided to give the best gift this season and announce its new adaptive holiday clothing line, hitting the shelves this November.

With the holidays right around the corner, Target's new line is made to help those with disabilities feel their best while embracing their true selves. This line includes new Velcro, magnetic fastenings, elastic waistbands, and patch pockets, all with a festive flair.

Whether your style is cozy snowman pajamas or a sparkling red dress, Target has it, all while adapting to your needs. "We saw that there was an extreme lack of adaptive clothing for the holidays that was affordable, fashionable, and comfortable," says Julie Guggemos, the senior vice president of Product Design & Development at Target. "So we set out to achieve just that, because we truly believe that the holidays are for everyone, no exceptions."

Ahead of the launch, Target has highlighted three of its upcoming pieces. One includes an adorable, breathable Rudolph pajama set in white with elastic waistband pants and an easy magnetic fastening top that gives a seamless illusion of being actually buttoned up. This gives the classic holiday pajama look, without the complexity. Another includes a gorgeous wrap-around, dazzling red dress that mixes sleek and sexy with holiday charm. Perfect for any holiday party, the wrap-around dress provides easy movement, breathability, and style without the hassle of traditional dresses. Last, but not least, the fun and cozy Hanukkah sweater. Adorned in blue with the traditional menorah front and center, the sweater is designed with snaps at the sleeves, side openings, and a mix of comfortable stretchy fabric so that this sweater can last for seasons to come. No matter what holiday you are celebrating, Target is here to help you achieve your true self so that you can experience the joy of this season, hassle-free.

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at nearly 2,000 stores and at Target.com, with the purpose of helping all families discover the joy of everyday life. Since 1946, Target has given 5% of its profit to communities, which today equals millions of dollars a week. Additional company information can be found by visiting the corporate website and press center.

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