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Contact: Kristin Puckett, 615-564-8481, kpuckett@brookdale.com

Local Woman Debuts Clothing to Raise Seniors' Self-Esteem, Acceptance

Greenville, S.C., Nov. 10, 2015 – “When you look good, you feel good,” is a saying Brenda Wilton has truly taken to heart. The Greenville woman is launching Narrative Apparel, a line of stylish clothing designed for anyone who faces dressing challenges a result of aging, disease, disability, illness or injury. Her goal is to remove social barriers and raise self-esteem by making it possible to dress, or be well-dressed, with dignity regardless of one’s physical condition. Wilton and residents of Brookdale Greenville, a senior living community, will debut the attire in a fashion show at 11 a.m., Nov. 19, 1306 Pelham Rd., Greenville. Brookdale Greenville has organized the event as part of Wilton’s participation in Brookdale’s Entrepreneur in Residence program.

Brookdale, America’s largest senior living provider, developed the entrepreneur initiative to help those designing products and services for the aging better understand their true wants and needs. Under its auspices, Wilton will spend several days at Brookdale Greenville, arriving before breakfast and staying into the evening. Her goal is to learn more from the residents about their apparel interests and observe how they and caregiving associates handle and manage clothing.

Wilton’s new company, Narrative Apparel, offers classic stylish clothing including jeans, khakis, polo shirts, dress and casual shirts, loungewear and pajamas for men. The women’s line includes slacks, blouses, tops, loungewear and pajamas. The fashionable designs are well-constructed from high-quality materials, with the practical details hidden. The garments are simple to put on and remove, even for those who cannot raise their arms over their heads or stand without assistance.

“Our line is very different than what is now known as ‘adaptive apparel’ said Wilton, who came up with the idea for her business based on her personal experience with dressing challenges as a youth and later while caring for family members dealing with illness and aging issues.

Narrative Apparel’s clothing is more than a simple fashion statement, according to Wilton. “Everyday, we each get up a day older and have to dress. We all deserve the opportunity to dress with independence and dignity, without pain, frustration and limited clothing options.”

Brookdale Greenville’s residents are looking forward to Wilton’s participation at the community, according to executive director Andrea Hunter.

“They appreciate the opportunity to share their insights and experiences, so they can have an impact on this issue,” said Hunter.

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About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,135 communities in 47 states and the ability to serve over 110,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.