

Creating Inclusive Websites for Fashion Brands and Retailers

Recite Me accessibility software helps fashion brands conform to WCAG standards and ensures a user-friendly website for a diverse range of visitors.



Did you Know?

14.5M

14.6 million people in the UK have a disability ([UK Parliament](#))

51%

Only half (51%) of fashion businesses have coordinated D&I strategies ([The British Fashion Council](#))

90.5%

90.5% of consumers are motivated to buy from fashion brands with a good reputation for inclusivity ([T&F APPG](#))

57%

of internet users buy clothing online ([Gitnux](#))

“

BRITISH FASHION COUNCIL

Recite Me's web accessibility software allows us to provide all users with the opportunity to navigate the site in a way that works best for them, complementing the video content across our social and digital ecosystem that always features subtitles.

Caroline Rush, CEO, The British Fashion Council

Why Should You Support Visitors Online?



Online Shopping Experience

Allow customers to browse **styles, sizes and shop online** from your brand or store barrier free.



Commitment to D&I

Your commitment to D&I should go **beyond** your models and physical differences, support customers and staff with hidden disabilities online.



Employer of Choice

Being inclusive sets you apart as an employer of choice, you can benefit from from a **wider talent pool** and **reduced turnover** rates.



It's a Fact.

Businesses lose approximately **\$2.5 billion a month** by ignoring the needs of disabled people ([We are Purple](#)).

Assistive Technology Creates An Inclusive Experience Online

Enable candidates to express their true talents when applying online by supporting them throughout their journey.



Recite Me's easy to use, award-winning toolbar includes text to speech functionality, fully customisable styling features, reading aids and a translation tool with over 100 languages, including 65 text to speech voices.

Recite Me Toolbar Usage Data

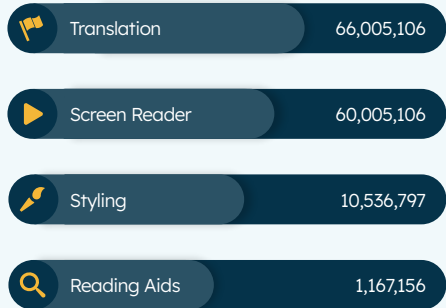
The Recite Me assistive toolbar is active on over 5,000 websites worldwide to provide choice to every website visitor.



Over **5.5 Million** Unique Users



Over **36 million** Pages Viewed



*2022 Recite Me data

Paul Smith

BRITISH
FASHION
COUNCIL



THE
VERY
GROUP

COS

“

Allowing everyone who visits our careers site to use it the way we intended is a vital part of our mission. That's why we've worked with Recite Me to make our website digitally inclusive. It's the right thing to do and the best decision for our business. It's enabling candidates access to apply to roles here at The Very Group they may very well have been unable to without this.

Sean Allen, Head of Talent, Very Group

