

Aurushi Adaptive Apparel Now Available Through Lovell Government Services

Lovell expands access to Aurushi Adaptive Apparel, providing Veterans with comfortable, accessible clothing designed for limb differences and mobility needs.

PENSACOLA, FL, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- Aurushi, an adaptive apparel brand designing clothing for people who use prosthetics, orthotics, braces, or otherwise navigate mobility challenges, is now available to federal healthcare customers through Lovell Government Services, a Service-Disabled Veteran-Owned Small Business (SDVOSB). Through the partnership, Department of Veterans Affairs (VA) and other federal healthcare organizations have streamlined access to apparel designed around the everyday realities of living with a limb difference or mobility device.

Founded by a below-knee amputee, Aurushi was created from firsthand experience with the challenges conventional clothing can present for people adapting to and living with prosthetic devices. Mainstream apparel is rarely designed to accommodate the frequent adjustments, access needs, fit considerations, and daily routines associated with prosthetics and orthotics. Aurushi addresses these challenges by integrating adaptive functionality directly into garments while maintaining a focus on contemporary style.

Aurushi apparel incorporates features such as full-length side zippers, discreet openings that provide access for adjustments, and fits designed to accommodate prostheses and orthoses. These details can make dressing and accessing mobility devices more practical while allowing wearers to choose clothing based on personal style rather than solely on what their device will accommodate.

With the VA serving Veterans living with amputation, limb loss, and a wide range of mobility-related needs, access to purpose-built adaptive apparel can help address practical challenges that extend beyond the clinical setting. Clothing is part of everyday life, and for individuals who





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Chris Lovell, CEO of Lovell Government Services

use prosthetics, orthotics, and braces, conventional garments can create obstacles to dressing, device access, adjustment, comfort, and mobility.

“Aurushi was born from my own experience of becoming an amputee and realizing how little of the clothing around me was designed for the realities of living with a prosthesis,” said Gabriel Cardier, Co-Founder of Aurushi. “We believe adaptive clothing should be functional without asking people to compromise their sense of style or identity. Working with Lovell Government Services gives us

an opportunity to bring that philosophy to more Veterans and others who deserve clothing designed with their everyday lives in mind.”

Aurushi’s design philosophy is rooted in the Japanese concept of kintsugi, the practice of repairing broken pottery with gold rather than concealing where it was broken. Drawing inspiration from that philosophy, Aurushi approaches the experiences and visible marks of what its customers have been through as sources of strength rather than something to hide. Its tagline, “Crafted for your comeback,” reflects the brand’s focus on creating apparel that supports people as they adapt, recover, and move forward.

As federal healthcare continues to address the broader needs of Veterans and other beneficiaries living with limb differences and mobility challenges, adaptive products can play an important role in supporting independence and everyday quality of life. Through Lovell Government Services, Aurushi is expanding its reach into the federal marketplace and making purpose-built adaptive apparel more accessible to the communities it was designed to serve.

“Veterans living with limb loss and mobility challenges deserve access to products that recognize their needs both inside and outside the clinical environment,” said Chris Lovell, Major, USMC (Ret.), CEO of Lovell Government Services. “Aurushi brings firsthand understanding to a category that has historically been overlooked. We’re proud to work with a company that has turned lived experience into thoughtful, functional products and to help make those products more accessible to Veterans through the federal marketplace.”

For more information about Aurushi and its availability through Lovell Government Services, visit www.lovellgov.com.

About Aurushi

Aurushi is an adaptive apparel brand designing clothing for people who use prosthetics, orthotics, or braces, or who otherwise navigate mobility challenges. The brand was founded by a below-knee amputee whose own experience adapting to a prosthesis, and to the limits of what

mainstream clothing could accommodate, shaped Aurushi's approach to design.

Rooted in the Japanese concept of kintsugi, the practice of repairing broken pottery with gold rather than concealing the break, Aurushi treats the marks of what its customers have been through as a source of strength rather than something to hide. The result is apparel built around the daily, practical realities of living with a limb difference or mobility device, engineered for function without compromising on style. Aurushi's tagline, "Crafted for your comeback," reflects that same philosophy.

About Lovell Government Services

Lovell Government Services is a trusted Service-Disabled Veteran-Owned Small Business (SDVOSB) that has been helping companies succeed in the federal market since 2013. As a five-time Inc. 5000 honoree, Lovell partners with medical device, pharmaceutical, and healthcare technology companies to serve Veterans and military communities through federal contracting while helping suppliers expand their government sales and secure contract opportunities.

Learn more at www.lovellgov.com.

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