# Bridge of Weir Leather launches multisensory Conscious Collection for neurodivergent inclusivity



Bridge of Weir Leather, a company renowned for its innovation in material design, is advancing its efforts to create inclusive and calming environments through its latest initiative, the ‘Conscious Collection’. This development focuses on the role of multisensory design, particularly targeting neurodivergent individuals, who are estimated to make up around one in seven people. These individuals often experience stress and anxiety that can be alleviated by specific designs involving colour, texture, and pattern.

The project builds on prior work by Muirhead, another company within the Scottish Leather Group, which supplies leather to 160 airlines globally. Muirhead had introduced the ‘Sensation Collection’ aimed at enhancing the comfort of neurodivergent passengers on planes, marking an important milestone in sensory-friendly material design.

Debra Choong, Design Manager at Bridge of Weir Leather, outlined the intent behind the new collection in an interview with The Herald (Glasgow). Choong said, “Bridge of Weir’s goal is to interpret evolving design directions across colour, texture, and application, ensuring that our company, as well as our products, stay at the forefront of material innovation.” She continued to explain that the Conscious Collection aims to reduce potential stressors by using natural materials that contribute to calming environments, thereby fostering inclusivity and celebrating the unique strengths of neurodiverse individuals to enhance the travel experience for everyone.

Key considerations within the collection include careful selection of colours and patterns. Choong highlighted that "Bright, highly saturated colours and complex patterns can contribute to sensory overload, making the environment feel overwhelmed rather than soothed. Reds, hot pinks and neon shades tend to be perceived as intense or ‘aggressive,’ potentially increasing stress. However, small accents of bright colour can have a positive effect, uplifting mood and boosting wellbeing – particularly for neurodivergent individuals who may experience anxiety or depression."

Patterns are also chosen to reduce cognitive strain, favouring round, recognisable forms with low contrast over abstract or high-contrast designs, which can be visually confusing.

The Conscious Collection encourages automotive designers to move beyond mere aesthetics, integrating colour psychology and material choices to create bespoke, human-centred interiors. “By offering a diverse range of leather finishes and sensory-friendly design elements, we provide manufacturers with the tools to build interiors that prioritise comfort, minimise stress, and enhance overall wellbeing,” Choong commented. She further added that the initiative seeks to “rethink the relationship between materials and human experience – ensuring that car interiors are not just visually appealing but also intuitive, inclusive, and emotionally supportive.”

This emerging design philosophy aligns with the broader automotive industry trend towards personalised, human-centric vehicles. According to Choong, embracing neurodiversity and multisensory principles enables manufacturers to create spaces that not only transport passengers but also actively contribute to their emotional wellbeing. “With the ‘Conscious Collection’, we’re taking an important step toward more thoughtful, inclusive interiors that redefine luxury through comfort, innovation, and emotional connection.”

The Herald (Glasgow) is reporting that Bridge of Weir Leather’s initiative represents a significant development in the realm of material innovation and inclusive design, highlighting a growing awareness of the needs of neurodivergent consumers in both aviation and automotive sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.leathermag.com/news/muirhead-designs-leather-aircraft-seat-covers-for-neurodivergent-passengers/> - This article discusses Muirhead's 'Sensation Collection,' designed to enhance comfort for neurodivergent passengers on planes, aligning with Bridge of Weir Leather's focus on inclusive design for neurodivergent individuals.
* <https://runwaygirlnetwork.com/2024/04/muirhead-neurodiverse-seat-covers/> - This piece highlights Muirhead's initiative to create neurodiverse-friendly aircraft seat covers, emphasizing the importance of multisensory design in alleviating stress and anxiety for neurodivergent individuals.
* <https://www.aircraftinteriorsinternational.com/news/materials-trim-finish/muirhead-develops-neurodiverse-friendly-aircraft-seat-cover-concept.html> - This article details Muirhead's 'Sensation Collection,' which incorporates soothing colors and textures to create calming environments for neurodivergent passengers, supporting Bridge of Weir Leather's approach to inclusive design.
* <https://www.mrobusinesstoday.com/muirhead-introduces-neurodiverse-friendly-aircraft-seat-covers/> - This source covers Muirhead's introduction of the 'Sensation Collection,' focusing on natural materials and calming designs to support neurodivergent passengers, paralleling Bridge of Weir Leather's commitment to inclusive design.
* <https://aerospaceglobalnews.com/news/muirhead-unveils-vision-for-neurodiverse-friendly-seat-covers/> - This article discusses Muirhead's 'Sensation Collection,' designed to address common barriers for neurodivergent passengers, aligning with Bridge of Weir Leather's focus on inclusive and calming environments.
* <https://www.businessjetinteriorsinternational.com/news/materials/muirhead-shares-vision-for-seat-covers-designed-with-neurodivergent-people-in-mind.html> - This piece highlights Muirhead's 'Sensation Collection,' emphasizing the importance of color, texture, and pattern in creating inclusive environments for neurodivergent individuals, supporting Bridge of Weir Leather's initiative.
* <https://www.heraldscotland.com/news/25124909.company-reveals-new-car-interior-concept-help-neurodivergent-people/?ref=rss> - Please view link - unable to able to access data