

AMA WEAR

Fashion designed for women with one breast

AMA WEAR Spolek

Annual Report

for 2025



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AMA WEAR Spolek Annual Report for 2025

Dear friends and supporters,

2025 was a year full of movement, visibility, and connection.

AMA WEAR took part in many activities – from guest lectures to awareness events – opening conversations about breast cancer, inclusive fashion, and the power of honest stories.



We built new collaborations, reached new audiences, and saw our message travel further than before. At the same time, we strengthened existing contacts, continued collaborations, and were invited to participate in events again.

AMA WEAR continues to grow not only as a project, but as a living, evolving community.

Thank you for growing with us.

Yours truly,

Barbara Pella-Smallegange

Chairwoman and Founder of AMA WEAR Spolek

1. Basic information about the association

- Name of entity: AMA WEAR Spolek
- Company ID (IČO): 19562799
- File number: L 77977 registered at the Municipal Court in Prague
- Date of registration: August 1, 2023
- Headquarters: Školní č.ev. 1344, 252 28 Černošice
- Legal form: Association (spolek)

2. Structure of the association and members

The AMA WEAR association is managed by a statutory body, which is the board of directors.

The highest authority of the association is the General Assembly. The board of directors is responsible for managing the association, implementing its objectives, and representing it externally.

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Statutory body – Board of directors:

- **Chair of the board of directors:**
 - **Barbara Pella-Smallegange**
 - Date of birth: December 9, 1973
 - Address: Školní č.ev. 1344, 252 28 Černošice
 - Date of appointment: August 1, 2023
 - Date of membership: August 1, 2023
- **Member of the Board of Directors:**
 - **Wiegert Marien Smallegange**
 - Date of birth: September 16, 1974
 - Address: Školní č.ev. 1344, 252 28 Černošice
 - Date of membership: August 1, 2023
- **Member of the Board of Directors:**
 - **Magdalena-Ioana Gräf**
 - Date of birth: August 19, 1979
 - Address: Domažlická 630, 252 28 Černošice
 - Date of membership: August 1, 2023

The association is represented by the chair of the board of directors, who acts independently.

3. Information about the AMA WEAR Spolek

AMA WEAR Spolek was founded by Barbara Pella-Smallegange, a breast cancer survivor. It focuses on creating fashion for women with an asymmetrical upper body, usually caused by unilateral mastectomy as a result of breast cancer; less often, the asymmetry is caused by genetic predisposition, which leads to only one breast developing (fully) in a female body. We understand that it can be very difficult for women with one breast or with a significant difference in the size of their breasts to find suitable clothing, as most mainstream fashion is designed for symmetrical bodies. 0.5-1% of all breast cancer cases affect men, although they do not usually deal with breast asymmetry.

Trans women and trans men can also develop breast cancer. To ensure the smoothest possible reading of this report, we address the text to women, as they are the main target group. However, we want to emphasize that our intention is not to forget anyone.

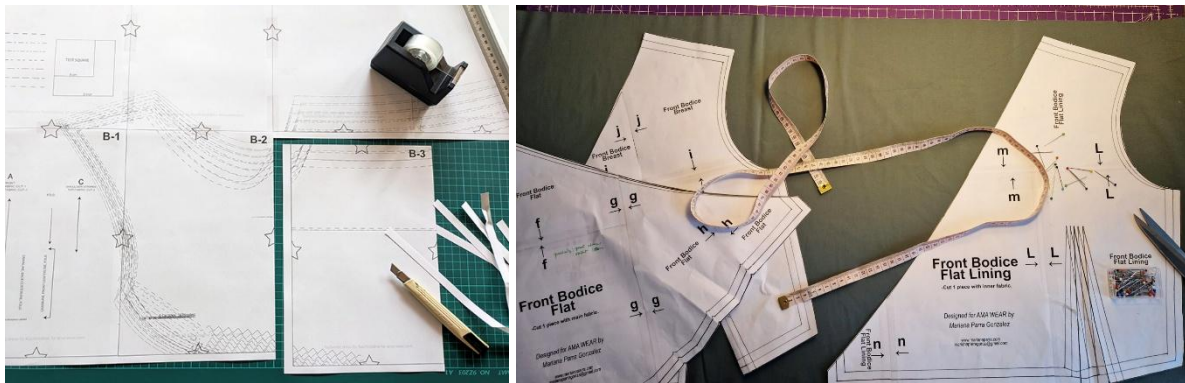
Our goal is to make it globally easier for women to find clothes that fit them individually without having to wear a bra with a prosthesis. That is why we offer sewing patterns in PDF format that

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anyone interested can print and sew anywhere in the world – either on their own or with the help of a seamstress.

AMA WEAR designs clothes with asymmetry in a creative way: either visually suppressing it, decorating it more or less discreetly, or proudly emphasizing it. We believe that every woman has the right to wear clothes in which she feels comfortable and confident, regardless of what her body looks like. AMA WEAR encourages women to stand by their bodies as they are and inspire others with this attitude.



The pattern is printed at home; the pages are folded together and the appropriate size is cut out.

4. AMA WEAR's goals

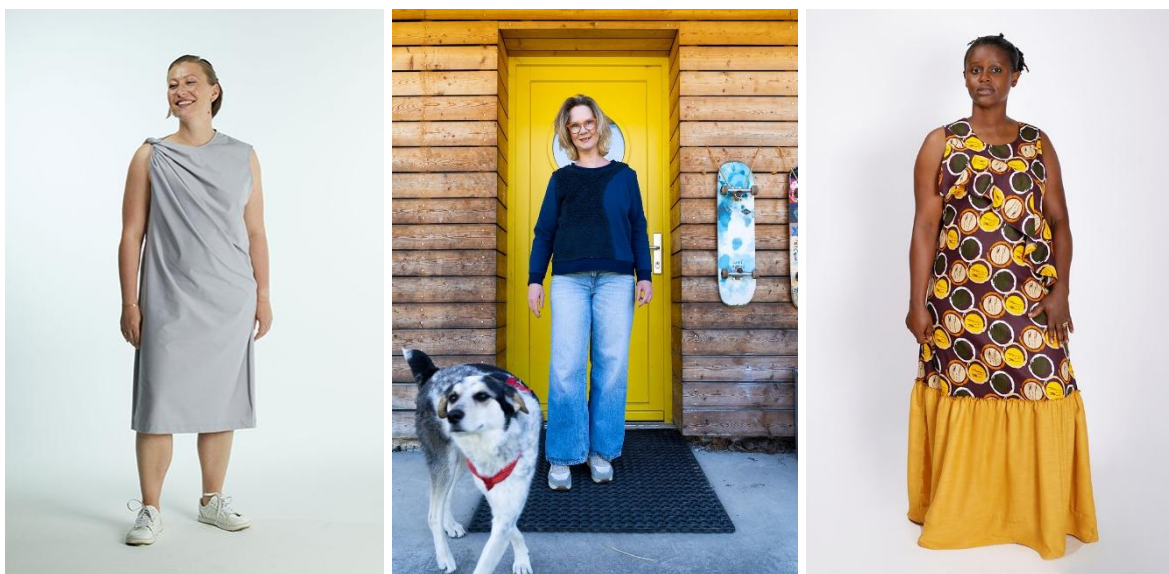
- To support women with an asymmetrical upper body in returning to confident, authentic dressing.
- To raise awareness of the needs of women after breast cancer and other physical differences in the field of fashion.
- To offer accessible and aesthetic cuts that allow for the creation of individually fitting clothing.
- Create a community of sharing, support, and openness through educational, community, and creative activities.
- Promote a positive attitude toward one's own body and physical diversity in society.
- Collaborate with healthcare institutions, fashion designers, and other stakeholders to develop adaptive fashion and improve the lives of women with one breast.
- Promote breast cancer prevention awareness – motivate the public to participate in regular preventive checkups and thus contribute to early detection of the disease.
- Raise awareness of the importance of prevention through campaigns, community activities, and public discussions.

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Women with one breast in standard clothes.



Women with one breast wearing AMA WEAR fashion.

5. Activities and achievements in 2025

In 2025, AMA WEAR Spolek was active in several areas and achieved important milestones.

Pattern Development and Publication

Two new sewing patterns were developed and published in 2025. One design was gifted by fashion designer Zuzana Labudová to support AMA WEAR. She sells this shirt with ruffles in her Prague based boutique Yaxi Taxi. Originally it's not made for women with an asymmetrical upper body, but it fits perfectly when you have one breast only. AMA WEAR created a sewing pattern for the shirt,

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which can be used by women who have a right breast only as well by women who have only a left breast. www.yaxitaxi.com

The second design is a sweatshirt by UK fashion designer Amy Keep, specifically created for AMA WEAR. For this sweatshirt a fluffy fabric is used on the side where the breast is missing, to give that part more volume and to divide the front surface into two parts, which plays with the asymmetry.

Compared to last year, we now offer the sewing patterns not only in A4 format, but also in A0 and Letter format, makes that women have the choice between printing the A4/letter papers and glueing them together (approx. 30 pages), or print the A0 format at a copy shop and just cut out the right size. The sewing patterns are sent by email on request as PDF. Not producing the garments makes the designs accessible for women all around the world and saves our environment (no clothing waste). The sewing patterns are for free as a gift for women after breast cancer.

In 2025, mainly women from The Netherlands ordered sewing patterns. That's an interesting fact. This could be related to the publicity we received in the Netherlands and to events we participated in there. We will work on that to find out.

Comments like these prove that our concept is warmly received and even evokes emotions also in 2025:

“Wat a wonderful concept you have here, truly such a unique niche, amazing. Very well done.

„As the daughter of a cancer survivor, your work made me cry. Thank you. Thank you. Thank you. “

„Fantastic what you're doing! A huge compliment. I had a double mastectomy in 2024 and have consciously stopped wearing breast prosthesis for about three-quarters of a year now. Because why pretend something is still there when it's gone? I think it's very important that a body that's no longer ,complete' is visible in the streets. That it becomes normal to see women with one breast or no breasts. Sometimes I'm reminded that there are women who still have two breasts, and frankly, I find that ,strange', hahaha! Meanwhile, I'm looking for clothes that look good on me and that I feel comfortable in. I'm learning as I go! Best of luck with your organization. “

Community, Educational Activities, Events & Awareness

Our presence on social media has evolved in 2025.

We gave AMA WEAR it's own *page* on Facebook (it was a *profile* only before), it got a professional page on LinkedIn, and we kept creating awareness through Instagram. Topics of our contributions included body positivity, up-cycling clothes, sustainable fashion, mental health, and breast cancer awareness.

We created the Facebook group „AMA WEAR models and designers“ in which breast cancer patients, fashion designers and seamstresses exchange ideas, needs and experiences regarding inclusive clothing for the asymmetrical upper body after breast cancer surgery.

On our website www.ama-wear.com, we welcomed 4361 active users between 1st of January and 31st of December 2025, which is 3960 more than the year before.

During 2025, founder of AMA WEAR Barbara Pella held Guest Talks at Medtronic, Kenvue and during the Annual Women's Leadership Empowerment Conference of the Prague Training Academy (PTA). With telling her personal story, Barbara creates awareness and educates about breast cancer

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related topics (breast self-examination, mastectomy, breast reconstruction), slow fashion (sewing vs. fast fashion, up-cycling fashion, re-using fabrics), undergoing treatment in a foreign country, body positivity, and about turning a nasty situation into something beautiful – the story of founding AMA WEAR. With these Guest Talks, AMA WEAR reaches its audience directly. www.medtronic.com, www.kenvue.com, www.praguetrainingacademy.com

During the Annual Women's Leadership Empowerment Conference of the PTA, we were present with a booth to show samples of the AMA WEAR clothes and talk to people. The Annual Conference of the Pride Business Forum (PBF) and the Intimty Festival in Prague were other events where AMA WEAR had a booth to create awareness. www.intimtyfestival.cz



Above: Guest Lecture at the Women's Leadership Empowerment Conference by PTA and at Medtronic
Below: Booth at the Pride Business Forum Conference and at the Intimty Festival Prague

Since March 2025, our founder Barbara Pella is registered as „book“, as part of the Living Library by OPIM. This interactive format enables organizations to offer open, guided conversations around diverse life experiences. It supports companies in fostering inclusive cultures by encouraging dialogue, challenging assumptions, and broadening perspectives. www.opim.cz

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We developed the OOPS line, which contains cotton bags and baby romper suits to create awareness for breast self examination, to encourage talks about breasts and to support a hopefully early detection of breast cancer.

AMA WEAR is member of the PBF, because also men can be affected of breast cancer, and thus trans men and trans women. We are also member of the Netherlands-Czech Chamber of Commerce. We actively visit the events for networking from both organizations. www.pridebusinessforum.com, www.nlchamber.cz



OOPS products to raise awareness about breast self-examination and an interview with TV Slingeland.

Collaborations and Partnerships

In 2024, our founder Barbara Pella held a Guest Talk and online workshop for students of the Stadio School of Fashion in Johannesburg, South Africa. In 2025, AMA WEAR and Stadio agreed on continuing the collaboration. We came together online a couple of times to develop plans that will be implemented in 2026. www.stadio.ac.za/school-fashion

Megan Theron was one of the students from Stadio School of Fashion who listened to Barbara's Guest Talk in 2024. Last year, she reach out to us. She was touched by Barbara's story, and the talk about inclusive fashion was very useful for her as a fashion student. Finally we discovered that she is making sewing patterns. Since then, Megan is our sewing pattern designer. She created the sewing patterns and sewing instructions for 3 designs already, more to come. www.maisondemegan.co.za

To understand sewing patterns and sewing, as well as our fashion designers and clients better, founder Barbara followed a sewing course, where she met Ivana Kaňovská, fashion designer and sewing instructor. Ivana and Barbara developed plans for a sewing workshop for women with one breast, in which we make AMA WEAR designs. The workshops will be implemented in 2026.

Mo Awabo designs board games, but she's also passionate about sewing and has joined our charity as a volunteer. She sews samples from our designs for use during our activities and events, she gives feedback about the sewing patterns, and contributes her ideas.

We are collaborating with the Czech patient organization group Bellisky. www.bellisky.cz

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Publicity

During Breast Cancer Awareness Month October, AMA WEAR participated on a first event in The Netherlands. Together with Erna Vaags, Oriolus Achterhoek, Alle Mooie Borsten and ProudBreast we held an evening with stories, presentations and awareness for an intimate group of people in Erna's small lingerie store in Winterswijk, Eva Ondermode. As part of this event, we received publicity in the newspaper, and on the radio and television of the regional broadcaster RTV Slingeland.

www.rtvslingeland.nl, www.evaondermode.nl, www.oriolus-achterhoek.nl, www.allemooieborsten.nl, www.proudbreast.nl

The Dutch glossy Alle Mooie Borsten wrote a beautiful article about founder Barbara and AMA WEAR on their blog.

Financial Support

In 2025, our financial support came from paid Guest Talks, the sale of OOPS bags and baby romper suits, and support from founder Barbara Pella's private budget.

We created a profile on the Czech trusted crowdfunding platform Darujme.cz, but no significant funds are coming in for the time being. [AMA WEAR Spolek | Darujme.cz](#)

6. Financial report for 2025

Overview of costs and revenues:

Revenues:

- Revenue from services 3,000 CZK
- Revenues from product sales: 13,000 CZK

Total revenues for 2025: 16,000 CZK

Expenses:

- Product development costs (e.g., fashion design, samples, photoshoot, pattern making, grading): 30,000 CZK
- Website and online tools costs: 3,000 CZK
- Administrative costs (accounting and legal services, etc.): 17,000 CZK
- Other expenses (e.g., travel expenses, marketing & communication, print, contributions): 8,000 CZK

Total expenses for 2025: 58,000 CZK

Net profit for 2025: -42,000 CZK

Bank account balance as of December 31, 2025: 2,000 CZK

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7. Plans and visions for 2026

AMA WEAR consists of a small team. To protect our mental health, we are going for an organic growth in 2026. While we participated in many events from our start in 2023 until the end of 2025 to build up our organization, we will slightly slow down in 2026, but still focus on our basics: fashion, people and environment, and developing AMA WEAR in content and visibility.

Fashion Development

We are planning to enlarge our assortment of fashion for women with one breast, including elegant clothes and lounge wear. All designs will again be available as digital sewing patterns in a variety of sizes and different printing formats.

Community Engagement

Our workshop ideas for women with one breast are taking shape: sewing, re-using fabrics and up-cycling your existing wardrobe, to interest more people in relaxing and old handicraft, in slow fashion and unexpensive ways to create your own garments from scratch or existing.

First we focus on sewing workshops. A try-out workshop is planned for May 2026 in collaboration with Ivana Kaňovská, free of charge for the participants. If the workshop is well received by „our“ women, we would like to continue them at regular intervals starting with Breast Cancer Awareness Month in October 2026. We wish to offer the regular workshops free of charge as well and are currently working on securing funding for this.

Marketing and Awareness

We keep cooperating with international fashion design schools to raise awareness among young talents about inclusive design, and continue spreading our mission during Guest Talks and through the Living Library. Publicity in international magazines and announcements in newsletters from breast cancer organizations will bring more visibility.

Partnerships and Networks

In 2026 we will strengthen and collaborate with the trusted network we created around us during the years.

Financial Goals

Our goal is to find financial resources that will allow us to develop new fashion and sewing patterns in 2026, and that makes it possible to offer the sewing workshops free of charge from October onwards.

Long-Term Vision

Over the next 3-5 years, AMA WEAR aspires to become a recognized international platform for inclusive fashion and post-mastectomy education – with a strong network, fair partnerships, and creative tools for empowerment. Sustainability, body positivity, and autonomy will remain at the heart of everything we do.

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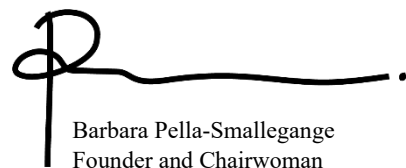
We extend our heartfelt thanks to everyone who supported AMA WEAR throughout 2025:

- our board members for their dedication, vision, and ongoing commitment,
- the volunteers who generously shared their time, skills, and energy,
- our supporters whose trust made our work possible,
- and our partner organizations and collaborators for their valuable cooperation.

We are especially grateful to the women who entrusted us with their stories.

Their courage, honesty, and voices continue to shape AMA WEAR's mission and guide our path forward.

On April 14, 2026


Barbara Pella-Smallegange
Founder and Chairwoman



Amazons cut off one breast to improve their crossbow shooting. These strong, confident and feminist figures from Greek mythology were the inspiration for the name AMA WEAR.

Image: Detail from "The Capture of the Germanic Camp at the Battle of the Raud Fields" by Anselm Feuerbach, 1845. © National Gallery, Berlin.