

POLYTECHNIC



EDITION

The Mannequins



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Nuranika Shamimi Shamsdin

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Preface

This e-book is specifically designed for Diploma in Retail Management students at Polytechnic to enhance their understanding of visual merchandising principles, with a focus on the effective use of mannequins in retail settings. The purpose of this e-book is to provide students with a comprehensive guide on the types, functions, and dressing techniques of mannequins, which play a critical role in capturing customer interest and enhancing retail displays. As we compiled this resource, we aimed to create a clear, practical, visual guide that would supplement classroom learning and hands-on experience. This e-book combines theoretical insights with step-by-step instructions and visual aids to help students develop essential skills, from understanding mannequin types to displaying them professionally. In addition to enriching students' knowledge, this e-book will provide a solid foundation for their future retail careers. Lastly, we apologize for any unintentional errors or omissions in this publication, and we hope that it meets the needs of students as they progress through their studies.



Nuranika Shamimi Shamsudin

Dedication



This e-book is dedicated to the Department of Polytechnic and Community College for providing us with the invaluable opportunity to create this resource. It is the result of original work, and every effort has been made to ensure that all materials are properly acknowledged and credited if sourced from external references. Special thanks go to Polytechnic Nilai for supporting and facilitating the publication of this e-book, making it accessible to students who can benefit from its insights into retail and visual merchandising.

We extend our heartfelt gratitude to our friends who contributed their time and expertise, offering guidance, suggestions, and encouragement throughout the development of this work. Finally, to our families—your unwavering support and patience have been invaluable. Thank you for your belief in us and for making this achievement possible.

Abstract

This ebook is developed as a comprehensive guide for Diploma in Retail Management students, particularly those studying at Polytechnic. It focuses on essential concepts in visual merchandising, with a specific emphasis on the use of mannequins in retail environments. The e-book covers various aspects of mannequin usage, including types, functions, and step-by-step dressing techniques for male, female, and child mannequins, integrating practical knowledge with detailed visual aids. By bridging theoretical understanding with practical application, this resource is designed to enhance students' skills in creating visually appealing displays, thereby supporting their overall proficiency in retail management. In addition to the educational value, this e-book serves as a testament to collaborative effort, with acknowledgment given to all contributors. As an original work, it strives to provide students with clarity and a solid foundation in visual merchandising techniques. The hope is that this e-book will serve as a useful and engaging resource for students, equipping them with industry-relevant skills and insights.

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MANNEQUIN

LEARNING OUTCOMES



1. Students should be able to identify the function of mannequins.



2. Students should be able to elaborate the types of mannequin.

3. Students should be able to show the steps in dressing a mannequin.



INTRODUCTION

MANNEQUIN

Mannequins are doll-size models or forms that are actually made to display clothes, as well as, accessories, and other goods, using natural behavior as a tool of moral instruction. They are a powerful tool for retailers who are trying to come up with creative, beautiful, experiential, and aspirational ways of product presentation.

Mannequins are really a silent showroom, thanks to which customers can get a better idea about how a certain piece of fit and style is actually the newest trend, customer will be more excited when they can get better idea, and therefore, their shopping experience is enhanced. This also has an impact on the purchase decisions that are also guided by some unconscious consumer behaviors.

The word "mannequin" comes from the Dutch word "manneken" which means "little man." At first, the mannequins are quite primitive as they are merely simple wooden lire structures or dressmakers' models. As time went by, they become more realistic, such as the production of human proportions and the materials advanced.



The fact that they are now one-piece and pose-able have made modern mannequins much more convenient. Materials employed in the the making of today's mannequins include fiberglass, plastic, or natural materials, to name a few, yet the end products are diverse such as abstract, realistic, headless, and even poseable variants.



Mannequins in eye-level displays are instrumental to the sales and business of the retail store because the space is the main advertising area. Moreover, passers-by get attracted to the store when they see an elegantly dressed mannequin.

When customers are in the store, they are not only there to buy but also guided on their shopping journeys. For instance, cream, mint, and aqua are suggested colour connections from the new pastel palette, while accessories like light blue sandals elevate the look. Informal conversations drive up satisfaction and overall happiness in shoppers and this translates to increased sales.



On the other hand, the mannequins not only help to display the merchandise but also work as the face of the brand. They mean a lot to the consumers, who become great witnesses to the brand's story or to the emotional demonstration of the store's brand from the mannequins.

They help the brand express its own style and intensity, be it through the representational, abstract sculpture art in trendy fashion boutiques or through small mannequins in children's stores.



MANNEQUIN

THE FUNCTIONS

Mannequins are objects used almost everywhere in the retail business as an important part of the business. They are used for doing every single retail trade and every kind of service. Besides being the major cause of visual appeal, these are also very effective in the process of shaping the customer mindset.

1. Product Display and Visualization

Mannequins serve the main purpose of presenting clothes, accessories, and shoes in such a way that give a customers a chance to see them as if they are being worn. By means of projecting these items in 3D on a life-sized figure, mannequins are the very thing that give customers a genuine visual of fitting, style, and proportions.

This allows buyers to have a close experience to the real thing instead of just looking at the idea of an item in a shopping mall. These are just a few of the advantages that casual shoppers also take for granted.



- **Clothes Fit and Proportion:** Mannequins are created to let the customers visualize the design of the clothing including how proper it is. They enable customers to see what the clothes looks like in that it, form-fitting, or draped; as well as how real the lengths (sleeves, pant legs, hemlines) appear in actual life.



- **Product Features:** Retailers make use mannequins to draw attention to the particular product detail; now, the customer may become interested in the embroidery, pleats, even the fabric textures. The features that mannequins accentuate, therefore, spawn a sense of value attached to each product.



2. Increase Sales and Promote Outfits

A mannequin is a very powerful sales tool. The retailers encourage the cross-selling and up-selling of mannequins when they dress them in complete outfits, along with accessories.

A single mannequin with a jacket, pants, shirt, and shoes with the whole set is another example which not only looks great but also, that's the reason people buy a lot of items and not just one.

- **Cross-Selling:** Mannequins persuade clients to purchase an additional accessory or clothing piece, which go hand in hand with the main item of clothing, e.g., scarves, belts, and or handbags, through the presentation of the entire set of garments.



- **Impulse Buying:** Through mannequins that are strategically located, impulse buying can be triggered, for example, they may show off lovely outfits at entrances or in the most crowd areas, catalyzing the customers to make unplanned purchases.



3. Brand Identity and Aesthetics

Brand identity is not only informed by their physical makeup, but reinforced by their ability to create an impact. Mannequins can skilfully put forward a brand's personality.

There are several question types such as realistic, abstract or stylized mannequins to present the store's potential consumer group and fashion attitudes. For example, a high-end boutique may stylistically go for sleek, minimalist mannequins to coincide with a modern, luxury aesthetic while a children's store might use humorous, child-sized mannequins for the families to be attracted.



- **Target Audience Appeal:** Mannequins, when clothed according to the style of their targeted age group preference, become the primary communicators of the retail content to their customers. Youthfully dressed mannequins attract kids while the ones with more conservative, refined attire get the attention of those who come in for workwear.



- **Visual Consistency:** Through their styling, mannequins are a part of the general design concept of the store and can be adjusted accordingly with seasonal trends, special promotions and events, etc. To guarantee that the mannequins remain visually appealing. Mannequins contribute to the overall store design and can be styled in accordance with seasonal trends,

promotions,
or special
events to
maintain
consistency
in visual
branding





4. Psychological Impact on Shoppers

The feeling of mannequins represents the psychological behavior of customers and creating an emotional connection with the products. So, when shoppers see the mannequins dressed in the latest fashionable clothes, they, in turn, are very likely to picture themselves dressed in those clothes. This creates a greater desire to buy.

- **Fashion Inspiration:** As the mannequins are modelled perfectly, numerous people take cues from that aspect to pick their look. Mannequins are great examples of how to mix and match clothes, how to layer them, and how to accessorize them, so that the customers can have a basic look.
- **Aspirational Buying:** Most of the time, mannequins show either a supermodel figure known as the ideal customer or a utopian or high-status lifestyle which motivates shoppers to buy the displayed items to get the same look or lifestyle. For example, a mannequin attired in sport shoes could mirror a healthy, active lifestyle, thus, drawing in customers to get the sporting gear.

5. Window Display and Customer Attraction

Mannequins are integral to the window display, which is aimed at capturing the attention of the pedestrians and motivating them to go to the store. The use of mannequins that are selected so as to be whether realistic or fantasy-based and window displays that are organized properly can turn them into "silent salesmen" that coax people into the shop and into looking at the goods displayed there.

Customer Engagement: During those times of the year when the latest trends are launched or a new collection is available in stores, mannequins in windows are often featured, creating a playful atmosphere that ignites curiosity and gets people talking. They are like the store's mascot that not only make the store image recognizably different and thus attracts more clients, but also as a fashion outlet to the people walking past it through the shopfront.



Driving Foot Traffic: Creative and attractive window displays with mannequins inside can boost foot traffic immensely. Studies demonstrate that stunning displays are effective in conveying the message about the quality of products and generating interest, which, in turn, translate to high customer engagement and long shopping time inside the store.



6. Educational Role

Mannequins are efficient reference to customers about garments and trend styles such as how to style and where to cloths. They are especially useful for new or trendy items that might not be familiar to all shoppers. Mannequins show how to mix different garments and accessories, which make customers see the outfits that they were not able to think of before.

- **Trend Demonstration:** Retailers use mannequins as a means of introducing new fashion trends to customers or launching of complex garments like layered outfits or formal wear. They can guide customers on how to dress for the season, the event, or the wedding.





- **Seasonal Transitioning:** Mannequins are often portrayed as the representation of not only different seasons but also special promotions. By displaying layering options or lightweight outerwear, vendors can use mannequins to teach customers how they can change their clothes from summer to fall, for example.

Conclusion

There are numerous ways in which mannequins contribute to the retail environment, including the exposure of products, the increase of brand identification and the establishment of a customer-business link. They are one of the most utilized tools in the stores, showing customers what the products will look like, and also a psychological trigger that encourages and affects buying decisions.

With the help of AI-assisted analytics, they make the best use of mannequins, by involving the customers actively the retailers manage to the development of fresh trends, and increase sales.



MANNEQUIN

TUTORIAL 1

BRAND IDENTITY & AESTHETICS

1. *Elaborate this purpose on the mannequin.*

PSYCHOLOGICAL IMPACT ON SHOPPERS

2. *Elaborate this purpose on the mannequin.*

EDUCATIONAL ROLE

3. *Elaborate this purpose on the mannequin.*

MANNEQUIN

PRACTICAL 1

INSTRUCTIONS:

- 1.Examine photos of store displays online (or visit a store).
- 2.Observe how mannequins are dressed, posed, and positioned.
- 3.Examine how they highlight products, attract attention, or create themes.



MANNEQUIN

THE TYPES

Mannequins are presented in several different varieties. Specifically, models are based on gender, age, style, and other specific intentions. These mannequins placed at store windows are a unique type of these live and an individual occupying a specific role in fashion or art marketing that is tailored to different segments of the population.

1. Male Mannequin

Male mannequins are the typical ones displayed for men's clothes, consisting of an integral part, formal, casual, sportswear, and etc. They come in realistic and abstract forms, like female mannequins, but mostly with different aesthetic details.

Purpose: Male mannequins are specifically made to serve as the dressed-up model for men's clothing. This can include anything from table clothes to bar coats.

A male plastic model is of significant importance in the market that is not left unnoticed because when a fashion shop wants to show the general public how mens' suits, jeans, coats, and accessories will look like on themselves might be the best way to can do this it can be fashionably done by using male

mannequins. They are typically created with a fashionable look and come in various styles and can be made.

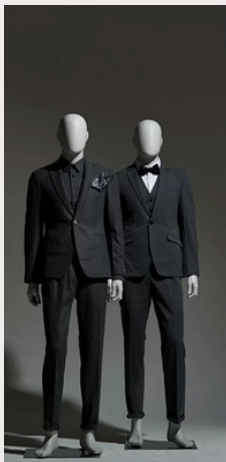


MALE MANNEQUIN KEY FEATURES

Body Types: Male mannequins are commonly mannequins that are for athletic and sporty clothes on the one hand. Or, they might be the ones that are used in formal wear, and so on.



The male mannequins commonly exhibit athletic or toned body types to meet men's clothing requirements, especially in the sports and formal wear industries. However, they are also available in different body types, like slim, muscular, and fuller figures.



MALE MANNEQUIN KEY FEATURES

Poses: Male mannequins are often seen in ordinary or relaxed postures, for example, standing straight or just slightly leaning. Additionally, mannequins used for the display of athletic wear or sportswear may be posed in running or other active positions to express movement and energy.



MALE MANNEQUIN KEY FEATURES

Facial Features: Realistic male mannequins may have a clear image of the face, and different facial hair might be there or not. Abstract male mannequins, though, are faceless and minimalistic, thus the attention is mostly brought to the outfit only.



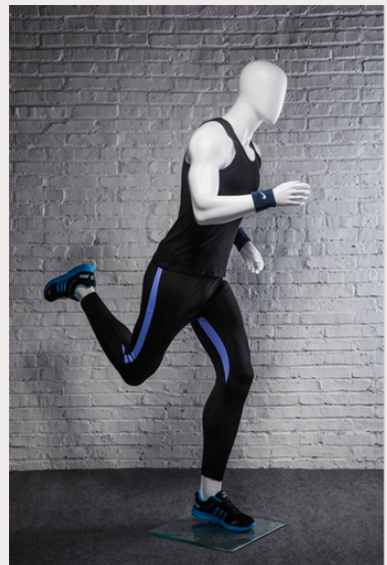
MALE MANNEQUIN STYLES

Formal: This frequently embodies some of the benefits of self-expression to the vertical pole, an upright stance to represent professionalism. These human figures are generally worn by business people so they can try on suits, dress shirts, and ties.



Casual: Achieving more casual poses and that is often characterized by not fully extending the dolls' legs, hence they can come off as more casual, more in line with the real athletic postures, it is easy to feature that along with casual dress designers like jeans, T-shirts, and jackets.

Athletic: Most of these models are shaped in very active positions and are supposed to be in motion, visually thus sportswear and athletic apparel are the categories that they best display.



2. Female Mannequin

Female mannequins are the most commonly utilised retail models, primarily to exhibit ladies garments, handbags, and shoes. They are different from each other in terms of body shape, style, and presentation.



Purpose: Female mannequins are the ones that are used to exhibit women's clothing and fashion accessories. They are however the most flexible kind of mannequin with many styles in women's fashion it's possible to do, such as suits, casual and business attire to ladies to be worn the evening time & lingerie.



FEMALE MANNEQUIN KEY FEATURES



Body Shapes: Female mannequins come with a range of body shapes, some of which are slim, while others are plus-size, reflecting diverse demographics and the body positivity trends that companies have embraced. Some mannequins also represent maternity body shapes to cater to stores focusing on pregnancy wear.



FEMALE MANNEQUIN KEY FEATURES



Poses and Postures: Female mannequins may come in different poses such as standing naturally for a formal or casual display. Some changes in their positions are also visible, especially when they are dynamic or action-oriented in sports apparel stores.



FEMALE MANNEQUIN KEY FEATURES

Facial Features: Realistic Mannequins which come with detailed facial features, hair (sometimes wigs), and skin textures make them appear to be lifelike. They are often employed at upper-level stores for the purpose of arousing deeper feelings of customer loyalty and attachment.



FEMALE MANNEQUIN STYLES

Casual: Displayed to illustrate casual apparel that one might wear daily like jeans, blouses, and casual dresses. These mannequins are generally posed in a more relaxed and natural manner.



High Fashion: Encouraged the mannequins to express themselves through their clothes in a dynamic fashion. Posed in a way that helps them attract attention, high fashion mannequins are often put in spectacular or exaggerated positions to attract people to high-end or creative individuals. These mannequins definitely focus strictly on the clothing and only have exaggerated features or artistic poses.



Formal: As in the case of dressing in evening gowns, suits and other formal wear. These mannequins have elegant poses that emphasize the upscale of the apparel.



3. Kids Mannequin

Kids mannequins are made specifically for displaying children's clothes, shoes, and accessories. They may portray the entire range of childhood, from infants to older children.



Purpose: To display kids' clothing. These mannequins are crafted to be an epitome of children's lively and playful nature, by having models often in poses that say walking or playing.

KIDS MANNEQUIN KEY FEATURES

Age Representation: Kids mannequins come in different sizes to represent different age groups, including:

- **Infants (0-2 years):** Some may be in a sitting or lying position to model baby clothes, onesies, and baby accessories.



- **Toddlers (2-5 years):** These are more often standing with engaging or day-to-day playful postures to portray the active behavior of the little kids.

- **Older Children (6-12 years):** These mannequins may have more action poses, especially when they are used for the presentation of sports wears and casual dresses.



CHILD MANNEQUIN STYLES

- **Casual:** They are often used to exhibit daily apparel such as t-shirts, jeans, and dresses. Individually these mannequins are posed in a simple and relaxed manner to give the viewers a high-end relaxed look.



- **Seasonal:** These may be made to offer a variety of different attire articles related to a particular season, such as winter coats, summer outfits, or back-to-school clothing. One might be wearing a school bag or a winter hat as they are placed in a pose that is seasonal in nature.



CHILD MANNEQUIN STYLES

- **Playful:** These mannequins quite often are displayed in the dynamic structures such as running, jumping, or playing, thereby suiting sportswear or playtime outfits.



- **Poses:** A child mannequin will, try to pose differently than an adult mannequin because, children are generally lively, and highly energetic. Doable poses for a child mannequin include but are not limited to standing still, running, jumping, or playing.



MANNEQUIN

TUTORIAL 2

Q1 Describe the male mannequin features.

Identify the purpose of using female mannequin. **Q2**

Q3 Characterize kids mannequin.

MANNEQUIN

HOW TO DRESS

Mannequin dressing is the process during which a mannequin is dressed in clothing or/and accessories, and in some cases, props to create the best display in the retail environment. The purpose of which is to present clothes and accessories in a way that attracts clients, reveals the store's fashion story, and enables customers to briefly fantasy how the clothes might look on them.

Here are the typical steps involved in dressing a mannequin:

1. Preparing the Mannequin

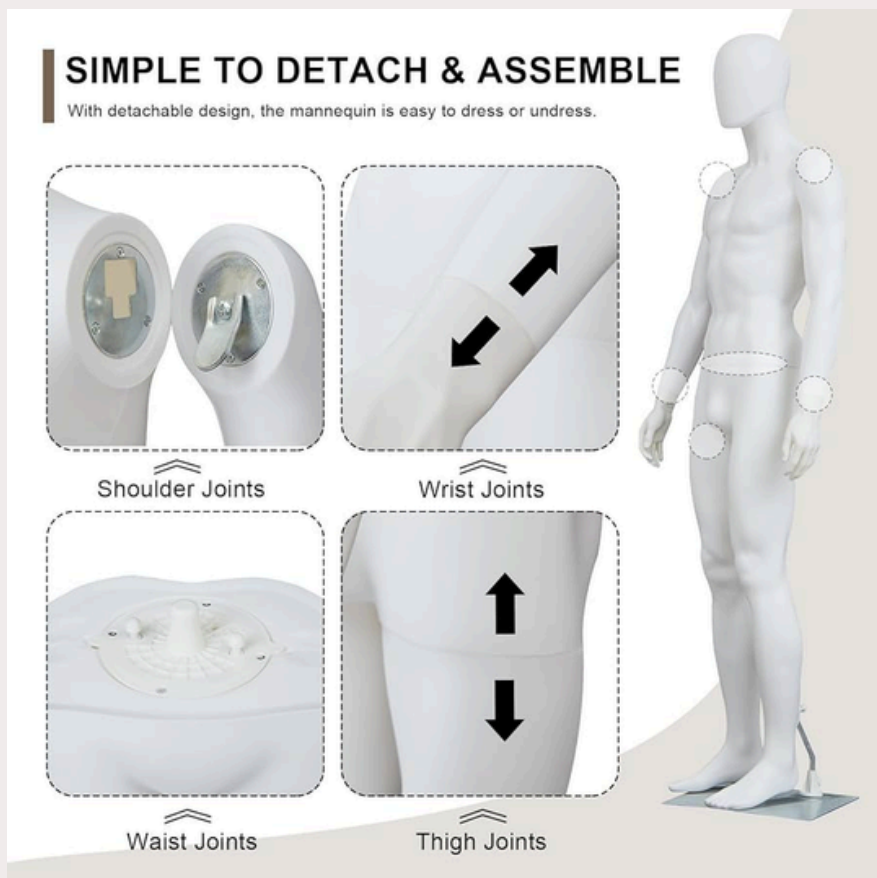
Step 1: Clean the Mannequin

- Be certain the mannequin is dirt and dust free. By employing a soft cloth or brush, you can likewise clear the area lightly. For glossy or painted models, using a damp cloth can help remove smudges.



Step 2: Disassemble the Mannequin

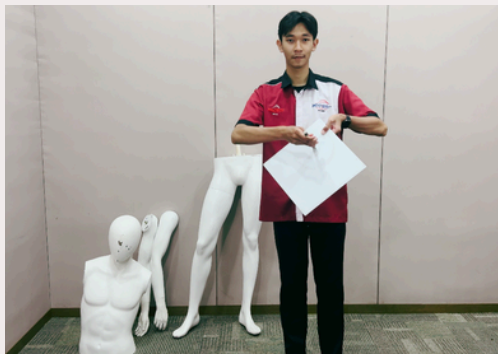
- If possible, it is advised to disassemble the head, arms, legs, and torso, as necessary (head, arms, legs, torso) and make it easier for dressing. This is particularly helpful when putting on tight-fitting clothing.



- To separate a mannequin first make sure it stands steady so it doesn't fall over or get damaged. Most mannequins come in pieces – the head, body, arms, legs, and base – which you can separate one by one. Start by taking off any extras like wigs, hats, or jewelry to make the mannequin easier to handle. Then pull off the arms by lifting or turning them at the shoulders, based on how the mannequin is put together. If the hands are separate from the arms, remove those next.



- Move on to the torso area, which might join with the legs or waist. Keep the torso in place as you separate it from the bottom half. This could involve twisting, lifting, or unscrewing, based on the type of mannequin. If the legs are attached on their own, take them apart at the hip joints.

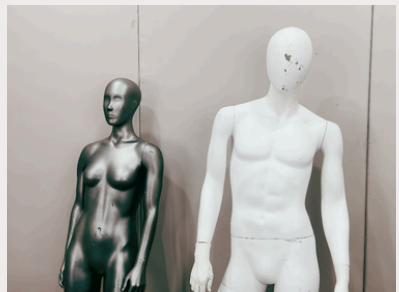
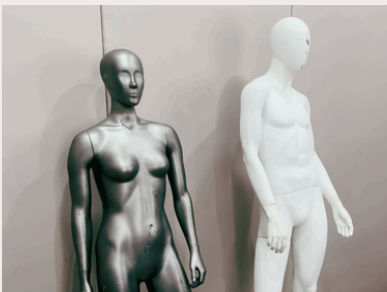


- Put each piece in order so you can store or move them . Be careful not to push or twist any parts that don't budge, as this could harm the joints.



Step 3: Check for Stability

- Ensure the mannequin is properly and firmly attached to its stand or base. This will prevent it from tipping over during dressing.



2. Dressing a Male Mannequin

Step 1: Put on Undergarments

- Begin by dressing the mannequin with undergarments or base layers, if necessary. These include undershirts, briefs, and socks, among others.



Step 2: Dress the Lower Body

- **Shoes:** Put the shoes on the mannequin's feet. If the mannequin's legs can come off, it might be easier to put the shoes on first and then reattach the legs.



- **Pants:** The mannequin's legs should be slipped through the pants, and these should be pulled over the waist. Buttons or zippers should be fastened, and the fabric should be adjusted to fit naturally. Adjust the fabric to ensure it looks natural and smooth out wrinkles.



Step 3: Dress the Upper Body

- **Shirt:** Take off the arms if the mannequin has removable arms. Put the shirt on the torso then put the arms back on and adjust the shirt so it sits right. Button it up and make sure the collar and cuffs are straight.



- **Jacket:** Put the jacket over the shirt. Make sure the sleeves line up and the jacket hangs without bunching up. Once in place, button or zip up the shirt or jacket, making sure the collar, cuffs, and shoulders are properly aligned.



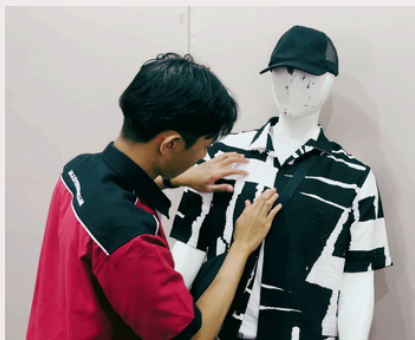
Step 4: Add Accessories

- **Tie or Bowtie:** Put a tie or bowtie on the mannequin's neck. Make sure it sits in the middle and looks tidy.
- **Belt:** If the outfit needs a belt, slide it through the loops and buckle it.
- **Other Accessories:** Put on watches, cufflinks, or other items to finish the look. Arrange these accessories to enhance the outfit without overshadowing the main items.



Step 5: Final Adjustments

- Check the whole outfit and smooth any creases, and check that the clothes fit well and look natural.
- Check the mannequin from different angles to ensure the clothing is smooth, and everything is in place.



MANNEQUIN

PRACTICAL 2

Q1

Select a theme for your mannequin (i.e., casual, formal, or seasonal).

Q2

Try experimenting with different poses and accessories.

Q3

Dress realistically, smoothly, and attractively.

Q4

Discuss how your choices contribute to the mannequin's role in showing off the product and appealing to customers.

TASK TRACKER

PRACTICAL 3

INSTRUCTIONS:

- 1.Outline all the tasks needed for the dressing of a mannequin from the preparation stage to the final checks.
- 2.After the preparation is done, make sure to arrange tasks in an order that is logical so that to be free from errors or omissions.
- 3.Always provide areas for the inclusion of any extra items that may be wanted, such as tools, accessories, or replacement materials needed.

NAME :

DATE :

01. Task One

TOOLS

02. Task Two

TOOLS

03. Task Three

TOOLS

04. Task Four

TOOLS

05. Task Five

TOOLS

06. Task Six

TOOLS

01. Task One

3. Dressing a Female Mannequin

Step 1: Start with Undergarments

- If necessary, start with undergarments like bras, panties, or shapewear. These can help the clothing fit better and look more natural.



Step 2: Dress the Lower Body

- **Shoes:** Put on the shoes. If the mannequin's legs are detachable, putting the shoes on first may make the process easier.



- **Skirts/Pants:** For skirts or pants, slide them onto the mannequin's legs and adjust them to sit properly at the waist. Fasten any zippers or buttons. Make sure garments are smooth and wrinkle-free.



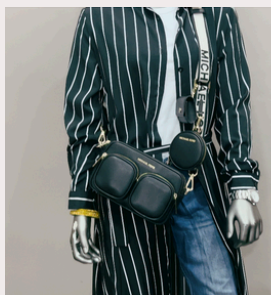
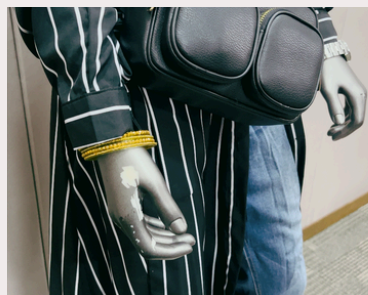
Step 3: Dress the Upper Body

- **Top/Blouse:** Slide the blouse or top over the mannequin's head or torso. If the arms are removable, dress the torso first, then attach the arms and adjust the sleeves.
- **Dress:** If dressing the mannequin in a dress, carefully slide the dress over the head or step it up from the bottom. Ensure it fits well, and adjust the neckline and waistline for a smooth appearance.



Step 4: Add Accessories

- **Scarves, Belts, or Jewelry:** Add scarves, belts, or jewelry to enhance the outfit. Position these accessories to highlight the clothing's features.
- **Handbags:** Place handbags over the shoulder or in the mannequin's hand.



Step 5: Final Adjustments

- Make sure the clothing is wrinkle-free, and adjust any accessories to look natural and stylish. Position arms or the body in poses that enhance the style of the outfit, whether casual, formal, or active.



CHECKLIST

PRACTICAL 4

INSTRUCTIONS:

1. Think about each stage involved in dressing a mannequin and consider any tools, techniques, or adjustments that may be needed.
2. Provide a checklist with clear and organized, making it easy to follow when dressing a mannequin.

CHECK LIST	YES	NO
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

TASK TRACKER

PRACTICAL 5

INSTRUCTIONS:

- 1.Outline all the tasks needed for the dressing of a mannequin from the preparation stage to the final checks.
- 2.After the preparation is done, make sure to arrange tasks in an order that is logical so that to be free from errors or omissions.
- 3.Always provide areas for the inclusion of any extra items that may be wanted, such as tools, accessories, or replacement materials needed.

NAME :

DATE :

01. Task One

TOOLS

02. Task Two

TOOLS

03. Task Three

TOOLS

04. Task Four

TOOLS

05. Task Five

TOOLS

06. Task Six

TOOLS

01. Task One

MANNEQUIN

TERMINOLOGIES

Here are some key mannequin terminologies relevant to dressing a window display:

- **Abstract Mannequin:** A mannequin with a stylized, simplified form (often lacking facial features) used to create a modern, minimalist look.
- **Accessories** – Items added to enhance the mannequin's look, such as jewelry, hats, scarves, or bags.
- **Base (Mannequin Base)** – The stand or platform that supports the mannequin and keeps it stable.
- **Budgeting** – Planning and allocating finances for props, outfits, and setup in visual merchandising projects.
- **Bust Form:** A type of torso mannequin that ends at the waist and is often used for displaying tops, necklaces, and scarves.
- **Calendar (Window Display Calendar)** – A schedule for planning seasonal or thematic window displays.
- **Checklist** – A list of tasks or items used to ensure all steps in the dressing or display process are completed.
- **Child Mannequin:** Smaller mannequins designed to display children's clothing, scaled down from adult sizes.

MANNEQUIN

TERMINOLOGIES

- **Color Scheme** – The combination of colors used to create a cohesive and attractive display theme.
- **Customizable Mannequin**: A mannequin with adjustable parts or swappable limbs, allowing for unique posing and display flexibility.
- **Disassembly** – The process of taking apart a mannequin for easy dressing or storage.
- **Display Arrangement** – The strategic positioning of mannequins, props, and accessories in a retail display.
- **Dress Form**: Typically used in tailoring and sewing, dress forms can be used in displays to show clothing shape and style without full mannequins.
- **Dressing Process** – The step-by-step approach to outfitting a mannequin with clothing and accessories.
- **Egghead Mannequin**: A mannequin with a smooth, rounded head and minimal features, creating a contemporary and neutral look.
- **Final Adjustments** – The last changes made to ensure a mannequin looks neat and realistic.
- **Flexible Mannequin**: A mannequin with joints or bendable areas, allowing it to be posed in various positions for dynamic displays.

MANNEQUIN

TERMINOLOGIES

- **Full-Body Mannequin:** A mannequin that represents the entire human form, commonly used for displaying complete outfits and accessories.
- **Function of Mannequins** – The purpose mannequins serve in displaying clothing and attracting customer attention.
- **Function of Mannequins** – The purpose mannequins serve in displaying clothing and attracting customer attention.
- **Glossy/Matte Finish:** Refers to the finish on the mannequin, which can impact how light reflects off it. Glossy finishes give a high-shine, while matte finishes create a subtle look.
- **Headless Mannequin:** A mannequin without a head, often used to keep the focus on clothing and accessories rather than facial features.
- **Layering** – Adding multiple items (such as jackets or scarves) to a mannequin to give depth to the outfit.
- **Lighting** – The use of light to highlight the mannequin and enhance the visual appeal of a display.
- **Lower Body Dressing** – The process of dressing a mannequin's lower half, including pants or skirts.
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MANNEQUIN

TERMINOLOGIES

- **Mannequin Base:** The stand or base that supports the mannequin, providing stability and sometimes adding height to emphasize clothing.
- **Mannequin Types** – Different categories of mannequins, like male, female, and child mannequins.
- **Pins and Clips** – Tools for securing loose fabric or achieving a more tailored fit on the mannequin.
- **Plus-Size Mannequin:** Mannequins designed in larger sizes to display plus-size clothing, promoting inclusivity.
- **Pose** – The position in which the mannequin is arranged to reflect style or mood
- **Posed Mannequin:** A mannequin posed in specific positions (e.g., walking, sitting) to add a sense of movement and storytelling to the display.
- **Preparation** – Initial setup steps, including cleaning the mannequin and gathering materials.
- **Props** – Items used alongside mannequins to add context and visual interest to the display.

MANNEQUIN

TERMINOLOGIES

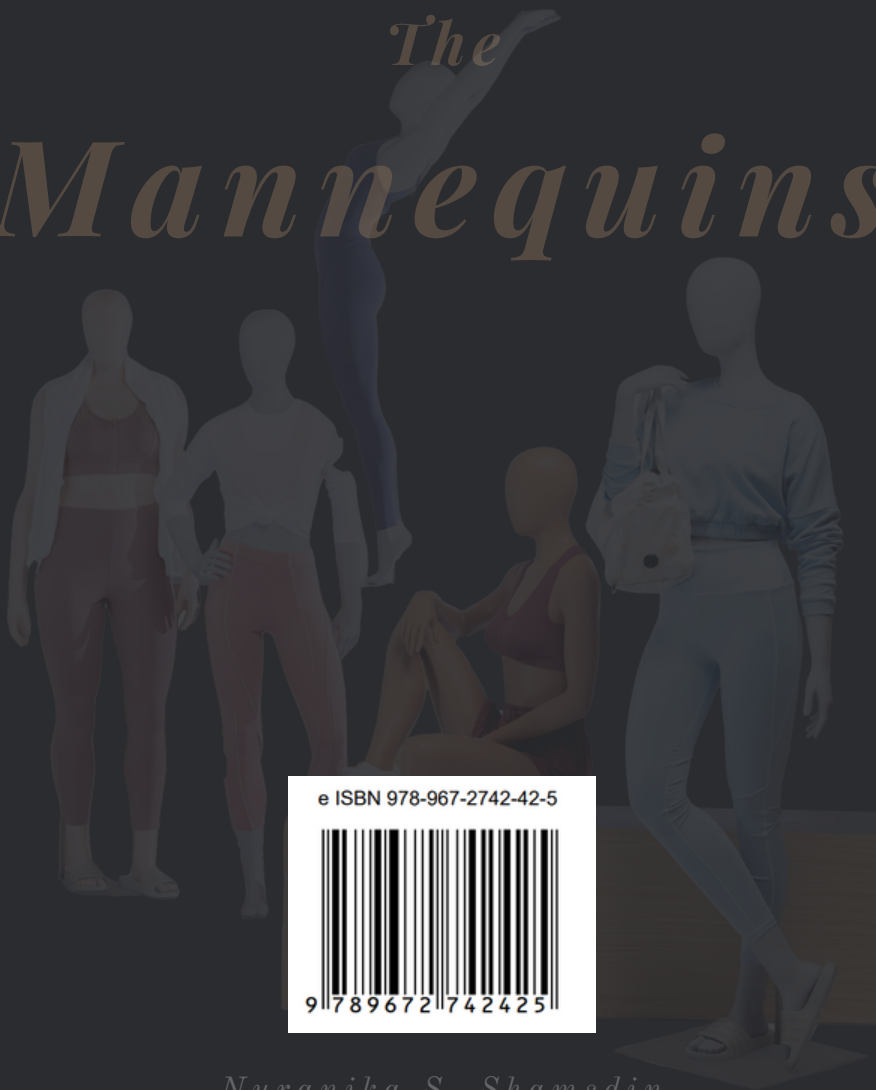
- **Realistic Mannequin:** A mannequin designed with lifelike features, including facial expressions and detailed anatomy, to create a relatable look for shoppers.
- **Seated Mannequin:** A mannequin specifically designed to sit, allowing for creative display arrangements like seated gatherings or lounging.
- **Signage and Graphics** – Text and visuals accompanying a display to provide information or branding.
- **Thematic Display** – A display created around a specific theme, such as seasonal or holiday concepts.
- **Torso Mannequin:** A mannequin showing only the torso and sometimes the head or arms, ideal for focusing on tops, jackets, and jewelry.
- **Upper Body Dressing** – Dressing the torso section of the mannequin with tops or jackets.
- **Visual Merchandising** – The practice of arranging displays and mannequins to enhance retail appeal.
- **Window Display** – An arrangement designed for storefront windows to attract passersby and customers.

POLYTECHNIC



EDITION

The Mannequins



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