

TIPS SHEET TO ACCOMPANY:

Visual Merchandising 3rd edition by Tony Morgan

Mannequins: Dressing menswear

- Make sure all clothing is pressed and steamed beforehand.
- Secure both mannequin legs together and turn upside down, resting them on the floor so that the feet are facing upwards. Place socks on the feet and pull trousers over and down to the waist, ensuring that they remain taut to prevent creasing. As most tailored trousers are unfinished, they should be measured, turned up and pinned prior to dressing. Add the shoes.
- Return the clothed legs to the upright position, and fit the torso back onto the legs.
- Place the upper garments around the torso or pull them over the head onto the body. At this point, pull the shirtsleeves through the jacket arms ready for the mannequin's arms to be fitted.
- To fit the arms, remove the hands and carefully push an arm through the layers of clothing down the sleeves towards the cuff. Then secure the arm to the socket on the torso.
- Reattach the hands to the arms and place the mannequin in its final position.
- Now dress the mannequin properly. Start by ensuring that the trousers are the correct length. Tuck shirts carefully into the trousers.
- Carefully gather loose-fitting garments at the rear of the mannequin, or at the point that is least visible to the public. The excess fabric should be folded inwards and pinned, preferably through the seams to limit any damage to the garment.
- Complete the styling and accessorizing, paying attention to detail and finish.
- Finally, it is always advisable to view the mannequin from the same direction as the public. Check for visible pins, loose threads and ill-fitting clothes.