

TIPS SHEET TO ACCOMPANY:

Visual Merchandising 3rd edition by Tony Morgan

Mannequins: Dressing womenswear

- Make sure that all clothing is pressed and steamed beforehand.
- Assemble the legs and turn them upside down. If hosiery is required, this should be added at this stage by carefully rolling down and over the legs.
- If trousers are being used these should be pulled over and down to the waist, ensuring that they remain taut to prevent creasing. Most tailored trousers are unfinished and should be measured, turned up and pinned prior to dressing. Shoes can now be added.
- Female mannequins will often have different-sized foot insteps. A mannequin with a high instep will require the exact heel height to ensure that it stands upright, while those with no instep will need flat shoes, such as pumps.
- Turn the mannequin upright and secure in its final position.
- To fit a skirt or dress, turn the legs back into the upright position and attach the torso. On most occasions the garment can now be pulled over the head and secured in place, but often a tight-fitting skirt will have to be pulled over the feet and up to the torso before the shoes are fitted and the mannequin turned upright.
- Add top garments and attach the arms.
- Complete the styling and accessorizing. This should include pinning, draping and pleating the garment to create an inspirational silhouette.
- 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.