

# Application Exercise

#4

Choosing Mannequins or  
Mannequin Alternatives

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# Expeditions

## Action Pose Sport Mannequin (Abstract or Athletic Realistic)

The action pose mannequin is an ideal fit for Expeditions because it aligns perfectly with the store's adventurous and performance-driven brand image. These mannequins can be posed to simulate real-life activities like climbing, hiking, or diving, bringing a dynamic energy to the display that mirrors the lifestyle of the target audience. Designed to appeal to active men and women, the mannequin emphasizes functionality and performance—key qualities shoppers are looking for when selecting adventure gear. Choosing an abstract or athletic-realistic style keeps the focus on the apparel and equipment, rather than facial features, reinforcing a clean, modern, and utilitarian aesthetic. Additionally, these mannequins are typically constructed from fiberglass or polyethylene plastic, making them both lightweight and durable. Their flexibility and resilience make them ideal for high-traffic stores like Expeditions that frequently rotate and refresh their product displays.



### Real World Example

#### The North Face

The North Face uses abstract, athletic mannequins to showcase gear in action, reinforcing their brand story of exploration and performance.

\$419.00



Abstract action-sport mannequins posed mid-climb, showing off performance apparel.

\$387.99



# Underworld

## Realistic Mannequin – Eco-Friendly Material

For Underworld, a specialty shop focused on sustainable clothing for all ages, a realistic mannequin made with eco-friendly materials is the ideal choice. This mannequin type supports the store's mission of environmental consciousness by visually reinforcing a sense of authenticity and inclusivity. Realistic mannequins—featuring diverse body types, natural skin tones, and lifelike details—help customers better envision how the clothing will look on themselves and their families, which is especially important in a store that caters to men, women, and children. Choosing mannequins made from biodegradable or recycled materials further aligns with the store's sustainability values, showing that Underworld is committed to responsible practices not only in its product offerings but also in its visual merchandising. This creates a cohesive brand story and appeals to eco-conscious shoppers who care about the planet as much as their personal style.



## Real World Example

Patagonia

Patagonia uses realistic mannequins and eco-conscious materials to highlight its sustainable mission—mirroring Underworld's values.



Eco-friendly realistic mannequin with inclusive features, able to be customized with skin tone and makeup for realistic affect.

Both mannequins are custom to order and pricing isn't available on website



# Abondanza

## Full-Figured Realistic Mannequin

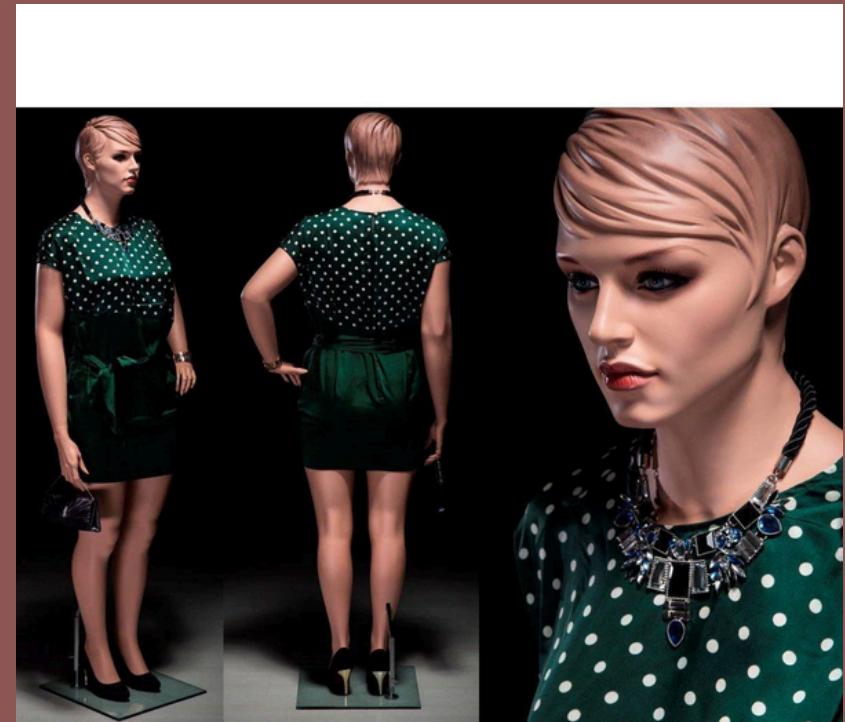
For Abondanza, a women's boutique focused on business attire and special-occasion fashion for plus-size women, a full-figured realistic mannequin is the ideal merchandising tool. This mannequin type provides visibility and representation for a demographic often underrepresented in mainstream fashion displays. With natural proportions and lifelike detailing, realistic plus-size mannequins make it easier for customers to visualize how garments will fit and flatter their own bodies. This promotes confidence and empowerment while shopping. The realistic styling and elegant poses also reflect the sophistication of Abondanza's merchandise—from tailored suits to formal gowns—enhancing the store's refined, inclusive image. Choosing mannequins with fuller figures not only supports body diversity but also shows customers that style and elegance are available to them at every size.



## Real World Example

### Eloquii

Eloquii uses full-figured realistic mannequins to showcase stylish business and special-occasion attire, reflecting body positivity and elevated fashion—just like Abondanza.



\$337.99

Full-figured realistic mannequin with confident stance and elegant posture — ideal for Abondanza's plus-size business and formalwear.

