

Mannequino[®]
the ultimate pop-up mannequin www.mannequino.com

1 The Mannequino® Concept

Tackling new demands head-on

There's no doubt that running international retail operations is highly challenging, especially the issue of how this is achieved within the context of reducing social and environmental impact.

We feel the challenge to dramatically reduce impact is important work, and so using our expertise in Industrial design, we applied analytical and critical thinking to tackle these rigorous demands, and by doing so we created an entirely fresh approach. With no heritage to grow out of, we were free to explore an entirely modern direction.

Mannequino is a unique type of bodyform, with a design-led aesthetic, purpose built for international use. Using our patented 3D digital shaping system, we manufacture all our products in the UK under our registered trademark, Mannequino®.

We've invested in highly efficient digital manufacturing technologies alongside our patented system, combining these technologies makes it possible for us to manufacture Mannequino here in the UK, and this provides significant strategic, logistic, social & environmental advantages for us and, most critically, our clients.



Why?

We choose to design innovations to reduce the environmental and social impact of display products.

We've totally re-engineered the manufacturing processes involved in making display body forms, creating a new type of product that is a fully recyclable, non-toxic body form, made in a non-hazardous, completely transparent, working environment.

Mannequino's flat-packing design provides our clients with significant advantages for international visual merchandising, and this brochure shows you how and why.

It's a new way of looking at things, and we appreciate that it takes time to understand how, why and what makes the difference.

By making time to assess the things, we can create a better environment, and we aim to make this issue as straight forward to assess and understand as possible, and we understand how important being able to put simple, transparent facts forward is key.

UK Manufacturing, transparent supply chain

Manufacturing our own products in the UK gives us total control of the quality and know-how involved in making our products. Our facility is close enough for clients to visit and close to our European material suppliers.

Less is more: Our patented technology makes it possible to knit our flat panels of sheet Polypropylene (PP) into 3D human forms; this unique method of building forms uses literally a fraction of the material bulk that is associated with making plastic and resin body forms and mannequins. We look forward to showing you how!



Durable displays with refreshingly good reach across garment styles

Mannequino forms may look delicate, in reality however they are extremely flexible, robust and hard to damage, as many store staff have now successfully put to the test.

Mannequino has been rolled out and built by store staff in over 500 stores internationally, we are proud to have received validation from some of the world's most indisputably forward thinking and innovative brands, and featured in the front windows of some of the most influential department stores; and all of this in a very short period of time!

We endeavour to put as much insight, functionality and reach into our body-shape designs, which are notably being used for a diverse range of garment styles, from demi-couture, designer luxury fashion, tailoring, luxury knitwear, casualwear, outerwear, activewear and extreme sports wear. This reach has been achieved using our current options in different ways: with/without arms, with internal lighting, hanging, or free standing and using our 4 different colour options.



Hanging: white

black

translucent

transparent

Table top & Full Length Stands

modular components and colours create range of options and looks

Designed to reduce impact in volume

Where high volumes are concerned, the best kind of products we can make are those designed to keep the materials used in a 'closed loop'. This means that all materials in a product can be disassembled, recovered and re-used, without down-cycling the value of the material in the process.

Mannequino is designed to be part of a closed loop system, all our components can be manually disassembled quickly by store staff without specialist tools ready for recycling using existing networks.

How much material we use, or rather how much we *don't* use, and the finishes we *don't* add are significantly advantageous to the process of re-using.

Mannequinos can be reincarnated in the clothing industry in a number of ways, our materials are widely used to make garment components, shoe components, shoe bags, POS materials and packaging. They can also be reincarnated into a new season's campaign of Mannequinos, in a different gender, age or colour.

[\(See section 6 to learn more\)](#)



2 Mannequino's design, manufacturing & research centre:

Mannequino's unique design comes from high quality research and development at our base at ARCC Innovations in Cambridge. Our designs are imbued with solutions that confront social and environmental impact, whilst reducing material consumption. These principles are embedded in our approach right from the start. We choose to make things like this *by design* - not as an afterthought. We employ a rigorous design process with our team, to create high quality, lasting products and service, from delivery to our customers and throughout the Mannequino's lifespan.

Working with clothing industry leaders and founders, and forward thinking visual merchandising specialists, we listen to and develop our products to tackle the emerging issues they're facing.

Whilst manufacturing our products on site, in Cambridgeshire, we're also developing our product range, looking at further innovation opportunities and developing ideas with the latest technologies. By investing in efficient digitally automated production methods, we are helping to create safe working conditions, and it allows us to make things well every time, right here in the UK.



Mannequinos being made in Cambridgeshire, one made every 6 minutes in a non-toxic environment.

3 Making a Mannequino 2000 people are already doing it.

Each Mannequino Carry Case comes with a little instruction booklet.

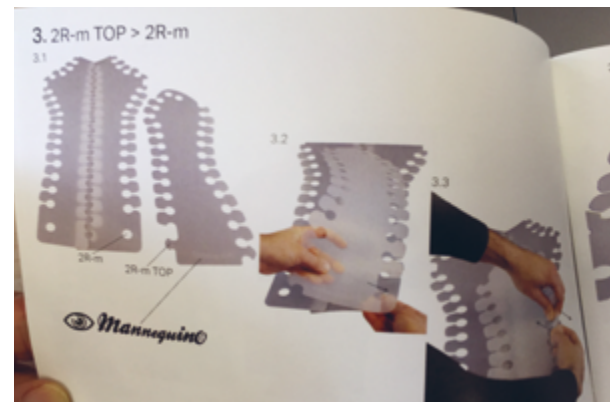
Our simple pictogram instructions provide staff in-store everywhere all they need to build their Mannequino. Its been designed specifically for international use. Store staff put aside one quiet hour to learn to build their first one, after that, they've got it, they'll be able to build up and pack their Mannequinos whenever they're needed.

Mannequino regularly get packed flat, sent to new territories, or stored for another season and campaign, freeing up space for other activities, and creating more flexibility in the long term use of a 3D bodyform.

By Autumn 2016, we completed over 500 stores in international roll outs, using the same instruction booklet in every territory successfully, without issue.

Video instructions

We also have video instructions to follow online, for those who enjoy learning new things with films.



4 Mannequino Components: Flexibility when you need it

Mannequino components allow you to hang, light up, use on a stand, stand on a table and pack away, saving valuable, usable space.

The modular, flat packing components also make it easy to ship from one location to another. Showing garments in 3D at trade events and pop-up venues is extremely possible with Mannequino.

We've helped a lot of new and established brands look good in places they'd only dreamt of doing before.

Our components create a lot of range in how they're used, we design our components for multi-functionality, built into one product.

Our range of components create super opportunities to build on Mannequino kits from one season to the next, and spread the cost of purchasing the full system over time.



Flexible use of components make the long term use of a bodyform more dynamic in store, in different ways, when it is needed, and packed away into a compact footprint when it isn't.

5 We use 80-98% LESS Material

Mannequino uses between just 2.5% and 20% of the raw material typically used in traditional plastic bust or mannequin, making it an incredibly efficient design. It is easy to see why using only 0.5 kilo of material instead of 20 kilos has an immediate impact on the consumption levels of a business.

Because of this amazing reduction in material, Mannequino continues to create important savings throughout its lifespan, in shipping costs, in storage space, in carbon emissions, and in its cost to recycle at the end.

Thanks to our specialised digital manufacturing techniques and patented panel designs, 3D busts can now be made from next to nothing. Our process uses literally a fraction of the material typically used to make other types of bodyforms, and it is done in a non toxic material (see section 6).



Choosing 'better' materials is important, but it is really important to engage with *how much is being used*.

As you can see, you don't actually need to use much at all!

6 Extended life span, end of life plan, and re-using materials.

Making informed decisions will have lasting impact, and so we want to make sure you have the detail, all the way to the end of the Mannequino life-span.

Here's a quick look at what we're doing to improve the lifespan and environmental impact of plastic body forms - aside from using a lot less plastic.

A. Purity:

By using non-glued, non-laminated and un-laquered, unsprayed, unprinted parts, and selecting high quality raw materials produced to the highest standards, Mannequino parts can be recycled without the use of chemicals or solvents that would otherwise be needed to de-laminate and deconstruct them. It also means the material doesn't need to be downcycled.

Our natural finish (uncoated) stainless steel stands are recyclable. According to the British Steel Association, the main alloying elements of stainless steel (chromium, nickel and molybdenum) are all highly valuable and can be easily be recovered and separated from other materials. Our stands are hard wearing, long lasting, they can be used on Male or Female busts.

B. Material Matters:

Polypropylene (PP) is an exemplary plastic and is in high demand. When recycled, it is ground into pellets at the same factories it was born, and is used in making new sheets.

It is approved as safe and non-toxic for the display of precious garments by museum and costume conservationists.

The percentage of recycled material in every batch varies according to availability, but all PP from our suppliers contains some recycled material. And in large volumes, we can supply 100% recycled PP content.



C. Making your display Future Proof

Making an assessment of a product's full lifespan means avoiding hidden costs to a business later on, both environmentally and financially. Not only this, we're heading into a new era, where all products will need to be designed in such a way that every part is recovered and re-used, because of the levels of global consumption.

D. Designed for re-use:

At the end of a display bust's lifespan, it can cost as much, if not more, to dispose of as it did to purchase, which is a hidden cost. Mannequino tackles after-life *by design*, with its quick manual deconstruction, store staff can take it apart and recycle them from the store, or in higher volumes, can utilise recycle networks used by retailers and PP recyclers networks internationally.

PP is an extremely valuable plastic, and is purchased by recyclers everywhere. We also recycle all our offcuts from production.

E. Extending Life: Mannequino® panels can be replaced

Mannequino are made of a unique set of panels, making it easy to identify and replace individual panels over time, immediately increasing the lifespan without having to replace the whole bodyform.



F. Supply chain transparency

Our components are made with materials that are certified to RoHS, REACH, WEEE, and ISO 14001: 2004 Environmentally Managed.



Key Features of Mannequino

Elevate your garments and brand with our unique design led aesthetic

You can put the spotlight on your products by using a Mannequino, our near invisible forms leave all the attention on your garments.

Dynamic merchandising possibilities

Mannequino is a highly versatile, modular, lightweight system, and can be lit internally, allowing high visibility.

The lightweight forms create a totally new approach to displaying stock and transporting marketing campaigns internationally.

Ultra-portable

Our display busts cost a fraction of the money to courier worldwide compared to standard busts, and if you want to move your display stock to different locations for operational developments, with the Mannequino, you can.

Space-saving for premium real estate

Minimal storage space is needed for Mannequino's flat pack storing case.

Easier global campaign co-ordination

Make the execution of your global campaigns operationally faster, easier to implement, impact conscious and cost effective.

The following pages show some examples of our recent work with clients



Instagram: @popupmanequino



Patagonia, Gold award winning PlumaFill, Outdoor Show, Friedrichshafen



Canada Goose, Selfridges, London

Canada Goose in Colette, Paris



Canada Goose in Colette, Paris

GEOX



Geox, International roll out



DePLOY Workshop at Waterfall Mansion, NYC



Puma, PWR Warm campaign, International flagship stores



Puma, PWR Warm campaign, International flagship stores

FOREVERFASTER PUMA.



PWRWARM

冬季跑步系列

Cycle
Surgery

run
runnersneed
the running specialists





Cycle Surgery, High Visibility Wear, UK roll out



Cycle Surgery, High Visibility Wear, UK roll out



Berghaus launch unique collaboration with Gore-Tex, launched Cotswold, UK roll out

Best of Britannia Installation, Christopher Raeburn, A Child of the Jago & Jack Sheppard





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SECTION
40

HUNTER
48

CRAFT
Beer
SERVED HERE
GRUBER

TRAIN STORE
UNITED FC



Under Armour,
Harrods London

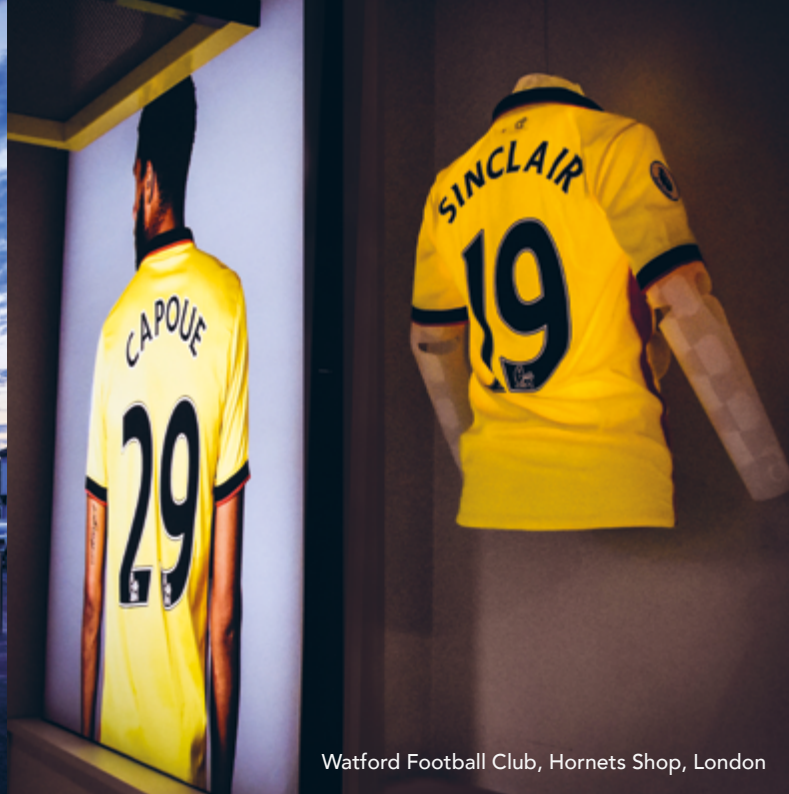


Pentland HQ, London



TOP.CO.UK

Watford Football Club, Hornets Shop, London



Watford Football Club, Hornets Shop, London



Regatta Base Camp



Contact us:

Telephone: ++44 (0)1223 895 851

Email: info@mannequino.com

Twitter: [@flatpackbody](https://twitter.com/flatpackbody)

Instagram: [@popupmannequino](https://www.instagram.com/popupmannequino)

Our website:

www.mannequino.com

Our HQ:

ARCC Innovations

Pampisford Road, Great Abington,

Cambridgeshire, CB21 6AH,

United Kingdom

By appointment, meet us in London at our Micro Showroom:

16 Rosemont Road, Hampstead, London, NW3 6NG

Mannequino is manufactured in the U.K. and is the trademark of

Systematique Ltd a company registered in the UK,

Company no. 7882788

VAT no. GB170741028



Mannequino Founders:
Kelly Sant (right) and Arash Kaynama (left).

"We envisage a future that is agile, dynamic, and that is reduced in impact, and we are committed to this."

