



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 our decisions, we can create a better environment, and we aim to make the facts as straight forward to assess as possible.

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 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!



2 Durable, Flexible and Robust

Mannequino forms may look delicate, but in reality they are extremely 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 700 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 boutiques and department stores; and all of this in a very short period of time!

Good reach across garment styles

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 modular component options in different ways.



Hanging in white, black, translucent and transparent

Standing with table top & full Length Stands

Modular components and colours create a range of options and looks

Mannequino Modular Kits: Flexibility when you need it

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

Keeping up with your evolving business

The flat packing components also make it easy to ship from one location to another globally, inexpensively.

A highly dynamic way of working

We've helped many new and established brands look good in places and ways they'd only dreamt of doing before. From High end fashion, technical sportswear, knitwear and heritage clothing brands.

Multi-functionality

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 more dynamic in store when it is needed, and packed away into a compact footprint when it isn't.



Bust (short arms)

Bust with 2 position arms, Female, Male, Child 8-10yr

Leg Stand

Legs

Lighting Kit

Table Top Stand

Mini and Large Support Frame for Hanging, Lighting and attaching Bust to Stand

Bust Stand

Male and Female Legs

The arrival of Mannequino Legs brings a new dimension to Mannequino merchandising, especially for those stores with little storage space and dynamic display needs throughout the year. This is a superlightweight system that packs away into a thin carry case.

Designing multiple values into each product:

To be able to hang or stand with one product has many benefits, to have **one** stand that can be used with both Male or Female Legs is another, enabling a variety of displays throughout the year for both menswear and womenswear, whilst reducing storage issues and typical breakages caused in stock rooms.

In an increasingly demanding retail space where requirements are shifting from the typical seasonal approach to a more complex and fluid stock supply, campaign logistics are becoming more complex and fluid, we see the rise in popularity of our sustainable product range. With more flexibility and range built in, it is easy to re-style and loved by store staff for its lightweight, easy to handle and hard to damage design. We take pride in designing products that are sympathetic to store teams.



Female Legs
Hanging

Male Legs
Hanging



Female Legs on Stand

Stainless Steel Stand

Male Legs on Stand

Three leg positions to create movement and active gestures:



3. Active pose

2. Little kick

1. Straight leg



Hanging - Legs are supplied with 2 x 1.5m adjustable cable kits



Leg Stand - Stainless Steel stand fits Male & Female

The Short Pant Leg Form

The Short Pant Legs are an amazing new adaption of the Male legs, which, during the spring and summer seasons provide a neat merchandising tool for shorts. The Short Pant leg form can be purchased alone or as a set with the Male Legs. The brilliant thing about getting the kits together is that they use the same hips, you just swap in the short pant thighs and store your long legs flat in the case.



The Short Pant Legs also fit on the Stainless Steel Leg stand.



The Leg Carry Case

The leg carry case is unbelievably transportable, when it comes to getting out on location anywhere. This is a highly portable solution, its an easy to assemble and hard to damage asset, which can be packed away after use and recycled and reutilised with ease.



Dimensions: 55cm x 44.5cm x 1.0cm
The leg carry case is a tiny footprint which is easy to store or ship to new locations for launches, events and store relocations.



Levi's Women - Lot 700- #218340063 - and the Leg Carry Case

The Child Mannequino 8-10yr

With unisex bust & legs, you can create fun and fresh new looks. Make installation layouts hanging bust & legs together on one cable, this scheme will give the impression of a full outfit, whilst retaining a more artistic and abstract effect, and of course can be seperated for another scheme.



3 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.

Our principles are embedded in our approach to design right from the start. We employ rigorous design process and product testing to create high quality, lasting products and service, from delivery to our customers and throughout the Mannequino's lifespan.

Working with clothing industry business innovators and founders, forward thinking visual merchandising specialists and store staff, we listen to and develop our products to tackle the emerging issues within the industry.

Whilst manufacturing our products on site in Cambridgeshire, we're also developing and extending our product range too. We are always looking for potential technologies and material solutions for the future. Improving the quality of our day to day lives, environments and experiences is at the heart of what we do.



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

4 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.

Just an hour to get the hang of it

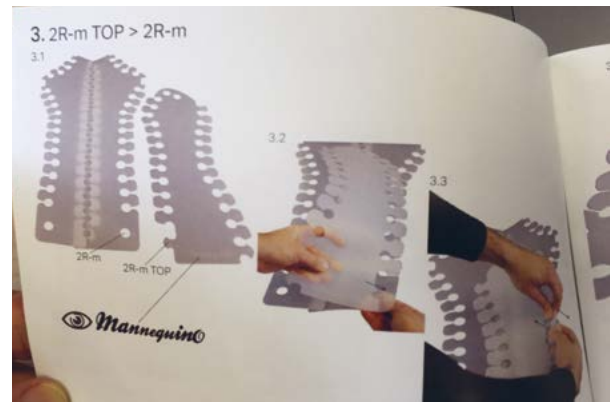
Store staff put aside one quiet hour to learn to build their first one, after that, they've got it, they'll be able to build up and pack their Mannequinos whenever they're needed.

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.



5 Designed to reduce impact

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.

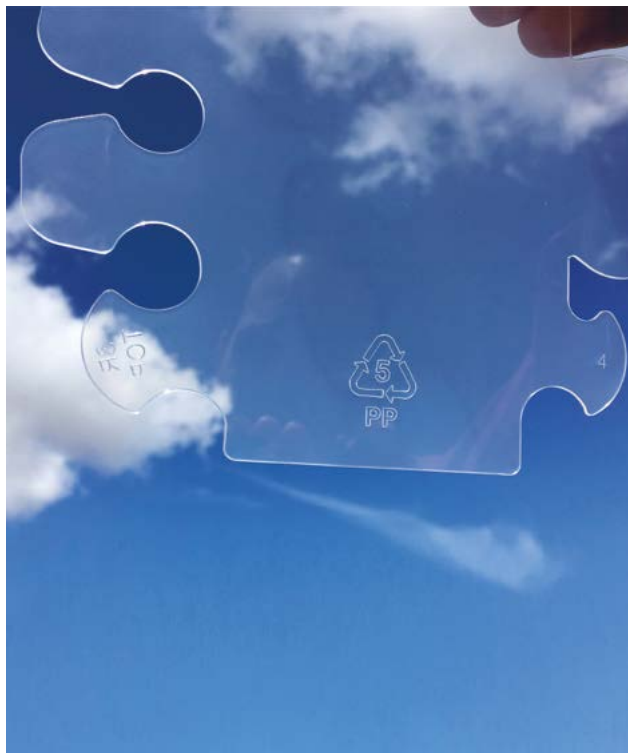
Mannequino is designed to be part of a closed loop system

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 Mannequinos, in a different gender, age or colour.

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



We use 80-98% LESS Material

Reducing material consumption plays a key part in future proofing our world

Mannequino uses between 10 and 50 times less 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 has an immediate impact on the consumption levels of a business, especially in volume.

Extra kilos come at a cost to business in different ways, it won't surprise anyone who has had to move them how much energy it takes, or the costs of shipping, but it will also impact carbon emission targets and the cost of shipping them to a recycling unit.

Thanks to our specialised digital manufacturing techniques and patented panel designs, we can make busts 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. [\(see section 6\)](#).

Make savings across your product lifespan, not just in the purchase price
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.



Let's take a look at the alternatives - display forms range from 5-25 kilos



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) all of which are highly valuable and can be easily be recovered.

Our stands are made of high quality and extremely hard wearing, long lasting stainless steel. They are uncoated.

B. Material Matters

Polypropylene (PP) is an exemplary plastic and is in high demand. It is also a bi-product, which means it serves a valuable purpose in pollution reduction to other industries.

When recycled, PP is ground into pellets at the same factories it was born, and is used in making new sheets.

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

The percentage of recycled material in every batch varies according to colour availability, but all PP from our suppliers contains some recycled material. And in large volumes, we 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 are examples of our recent work with clients Internationally







Celebrating 50 years of Denim Jacket, Levis HQ, San Francisco, USA AW2017



Celebrating 50 years of Denim Jacket, Levis HQ, San Francisco, USA AW2017



Patagonia, Micro Puff Hoody launch across USA and Canada AW2017



Patagonia, Micro Puff Hoody



Patagonia, Fair Trade Fleece, launch across USA and Canada AW2017



Patagonia, Fair Trade Fleece AW2017



Levi's Commuter - Jaquard by Google launch, at Opening Fred Segal store, Sunset Blvd, West Hollywood 2017

Levi's
COMMUTER™

JACQUARD™
by Google

150 YEARS OF LEVI'S® DENIM INNOVATION MEETS
GOOGLE ENGINEERING TO CREATE THE FIRST
CONNECTED GARMENT POWERED BY JACQUARD™

VENTILATION
Ventilation to help
cool you down.

POCKETS
Zipper pockets
for quick access



REFLECTIVITY
Retro-reflective
accents on back

HEM
Dropped hem for
added coverage

JACQUARD™
Simple gestures to
keep you connected



Levi's Commuter - Jaquard by Google launch, at Opening Fred Segal store, Sunset Blvd, West Hollywood 2017



Levis "Lived & Loved" vintage new Fred Segal store, Sunset Blvd, West Hollywood 2017



Levis "Lived & Loved" vintage new Fred Segal store, Sunset Blvd, West Hollywood 2017



Canada Goose, Selfridges, London

Canada Goose in Colette, Paris



Canada Goose in Colette, Paris

GEOX



Canada Goose, Selfridges, London



Geox, International 500 store roll out



Puma, PWR Warm campaign, International flagship stores



Puma, PWR Warm campaign, International flagship stores



Cycle Surgery, High Visibility Wear, UK roll out



Cycle Surgery, High Visibility Wear, UK roll out



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

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





TOP.CO.UK

Watford Football Club, Hornets Shop, London



Watford Football Club, Hornets Shop, London



Regatta Base Camp



Cotswold Stores AW 2017 UK stores
including Rab, Berghaus and Jack Wolfskin

Price Match

Contact us:

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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:
Arash Kaynama and Kelly Sant

