

SOP: Fixture and Mannequin Dressing Procedures

Purpose:

This SOP details the **fixture and mannequin dressing procedures**, covering the preparation, selection, and arrangement of garments and accessories on display fixtures and mannequins. It ensures consistent presentation standards, proper fit, and aesthetic appeal to enhance visual merchandising. The procedure also includes guidelines on handling materials, maintaining cleanliness, and regular inspection to uphold brand image and customer experience.

Scope

- All sales floor fixtures and mannequins.
- Applicable to all visual merchandising staff.

Responsibilities

- Visual Merchandising Team: Execute dressing procedures, maintain standards, and conduct regular inspections.
- Store Management: Ensure SOP compliance and provide necessary materials/resources.

Materials and Equipment

- Mannequins, torsos, and fixture hardware
- Steamer or iron
- Lint rollers and cleaning cloths
- Appropriate hangers and props
- Selected garments and accessories
- Disinfectant sprays (as needed)
- Gloves (optional for handling)

Procedure

1. Preparation

- Wash hands thoroughly or wear gloves before handling merchandise.
- Clean mannequins and fixtures; remove dust, fingerprints, or residue.
- Inspect garments for wrinkles, stains, or damages. Steam or iron as needed.

2. Garment and Accessory Selection

- Select apparel and accessories according to the current display planogram or visual directives.
- Ensure proper sizing for mannequins; choose items that fit well (avoid overstretching or pinning excessively).
- Coordinate outfits by color, style, and theme to reflect current promotions or seasons.

3. Dressing Mannequins

- Disassemble mannequins as needed (arms, hands, torso) for ease of dressing.
- Dress with base layers first, followed by outerwear and accessories.
- Ensure garments are straight, fastened correctly, and free from visible tags or pins on the display side.
- Style according to brand guidelines (e.g., sleeve rolls, shirt tucks, balanced accessories).

4. Dressing Fixtures

- Arrange garments by type, size, and color-blocking as per merchandising standards.
- Use appropriate hangers or props to highlight key features of each item.
- Keep shelves and hanging rails tidy and evenly spaced.

5. **Final Check**

- Visually inspect the overall display for symmetry, neatness, and appeal.
- Remove all tools, extra pins, and cleaning materials from the area.
- Log completion and note any issues for follow-up or maintenance.

Maintenance & Regular Inspection

- Conduct daily inspections to ensure displays remain clean and tidy.
- Dust mannequins and touch up outfits as needed (e.g., smooth fabrics, re-tuck shirts).
- Promptly refresh damaged, missing, or outdated merchandise.
- Log inspections and corrective actions.

Health & Safety Guidelines

- Lifting mannequins and heavy fixtures must follow proper ergonomic techniques.
- Handle sharp tools (e.g., pins) with care and keep out of reach of customers.
- Use cleaning products according to manufacturer's instructions; store safely when not in use.

Documentation

Activity	Responsible	Frequency	Record
Dressing displays	VM Team	As per floor-set schedule	Display Log
Display inspection	Store Manager/Assistant	Daily	Inspection Checklist
Cleaning/maintenance	VM Team	Weekly or as required	Maintenance Log

Revision History

Version	Date	Description	Author
1.0	2024-06-15	Initial SOP Release	Visual Merchandising Lead