

SOP: Mannequin Dressing and Styling Guidelines

This SOP provides comprehensive **mannequin dressing and styling guidelines** to ensure a consistent and professional presentation in retail displays. It covers the selection of appropriate apparel and accessories, proper fitting and adjustment of clothing on mannequins, styling techniques to enhance visual appeal, and maintenance procedures to keep mannequins clean and damage-free. The goal is to create attractive and engaging displays that effectively showcase products and enhance the customer shopping experience.

1. Purpose

To standardize the process of dressing and styling mannequins for retail displays, ensuring all mannequins reflect current fashion trends, brand identity, and high standards of visual merchandising.

2. Scope

This SOP applies to all staff involved in visual merchandising, display installation, and store presentation within the retail location.

3. Responsibilities

- **Visual Merchandisers:** Plan and execute mannequin displays according to brand guidelines.
- **Store Associates:** Assist with dressing mannequins as required and ensure displays remain tidy.
- **Store Managers:** Oversee implementation and maintenance of displays.

4. Procedure

4.1 Selection of Apparel and Accessories

- Choose garments that represent the latest collection, store promotions, and seasonal trends.
- Ensure all clothing and accessories are clean, undamaged, and available in-store.
- Complement outfits with appropriate footwear, jewelry, bags, hats, and other accessories.

4.2 Preparation of Mannequins

- Inspect mannequins for cleanliness and damage; repair or clean as necessary before dressing.
- Disassemble mannequins (remove arms or torso if needed) to facilitate dressing, minimizing stretching or damage to garments.
- Ensure stands and bases are secure and stable.

4.3 Dressing and Fitting

- Dress mannequins in selected outfits, starting with underlayers and working outwards.
- Ensure all clothing fits snugly without excessive wrinkles, sagging, or bulges.
- Use pins, clips, or double-sided tape discreetly on the back to achieve a tailored look.
- Arrange collars, cuffs, hems, and other details neatly and symmetrically.
- Secure accessories (e.g., hats, bags, jewelry) firmly to prevent slippage or loss.

4.4 Styling Techniques

- Position mannequins to face high-traffic areas and complementary store features.
- Group mannequins to form cohesive, eye-catching stories or themes.
- Alternate poses and heights for dynamic visual flow.
- Highlight key product features such as prints, textures, or fits.

4.5 Maintenance Procedures

- Dust and clean mannequins weekly, or as needed, using appropriate cleaning materials.
- Check mannequins daily for loose, missing, or shifted clothing and accessories; readjust promptly.
- Repair or replace damaged mannequins or clothing displays immediately.

5. Documentation

- Keep records of display setups for each season or promotion (photos, outfit details, dates).
- Log cleaning, maintenance, and repair activities regularly.

6. Safety

- Handle mannequins carefully to prevent personal injury and product damage.
- Use proper lifting techniques and request assistance with heavy or awkward mannequins.
- Immediately clean up any debris or spills created during dressing and maintenance.

7. Review and Updates

- This SOP should be reviewed annually or as needed to ensure alignment with current merchandising standards and visual presentation trends.

8. Appendix: Quick Reference Checklist

Task	Frequency
Inspect and clean mannequins	Weekly/as needed
Update outfits and styling	At display change/seasonally
Check clothing fit and accessory placement	Daily
Record maintenance activities	Ongoing