



**BODY CONSCIOUS**

Rare Basic has researched and developed new body shapes and rotational moulding to produce realistic, unbreakable mannequins. Working with former Madame Tussaud sculptors, the forms are manufactured in a translucent wax effect finish, a material which lends itself well to the colour-morphing facility developed by AVR Colourmaster.

Rare Basic's illuminated, colour-changing 'lamps' glow through a vibrant sequence of oranges, blues, pinks and greens, making a strong, single statement within Selfridges' Spirit department.

Carefully planned adjacencies designed to "bounce customers throughout the store as in a pinball machine", were part of the winning formula for Miss Selfridge's vm and display solutions, while eye-catching metallic and fluorescent bodies face up to the customer.



In contrast, the new Maria Grachvogel flagship on London's Sloane Street uses bodies in quite the opposite way. Rare Basic was briefed by Grachvogel and store designer Virginia Orr to provide mannequins which would disappear into the decor of the shop, to avoid detracting from the clothes but instead highlighting the form and shape in a "classy, minimalist style". Consequently Grachvogel feels her collection is presented as "free-flowing individual pieces; as works of art suspended on dynamic hanging rails where dresses float in mid air".

A third manifestation of the mannequin was part of a winning store design for Miss Selfridge on Oxford Street, London which picked up this year's Retail Interiors award for visual merchandising & display solution of the year.

Female mannequins from Rootstein include a black and oriental girl sporting current hairstyles such as the 'mullet' and the matted Afro. Instore, high level torsos replicated the window themes and were used as a focal point while the lingerie area benefitted from chrome busts supplied by Rare Basic. ●

