



The Selfridges award-winning department store and Rare Basic Ltd, suppliers of unique illuminated mannequins to the fashion industry, have partnered to make a strong visual merchandising design statement, capturing the interest and imagination of Selfridges' shoppers. The colour morphing illuminated mannequins by Rare Basic have brought sculpture to light in the launch of this season's new high street fashions at Selfridges Spirit department.

Crafted by a former Madame Tussauds' sculptor the body-forms allow clothes to fit and hang to natural feminine contours. Manufactured in a translucent wax effect finish, the material lends itself perfectly to a colour changing facility developed for Rare Basics by AVR Colourmaster - producing the world's first colour changing retail mannequins. The illuminated mannequins glow as the colours morph through vibrant oranges, blues, pinks and greens.