

The team at Rare Basics has been working on a variety of challenging mannequin projects. Tom Ellery, a renowned figure in the visual merchandising world, was coaxed out of retirement by Austin Reed to redefine its Regent Street flagship store. Ellery wanted a very positive vision for the new concept, and chose mannequins from Rare Basic with a strong, confident body language. One male pose was chosen from the company's IDW collection, alongside three different stylised heads to represent the age groups of the Austin Reed male customers. Two female poses were also selected. Rare Basics mirrored nests of tables are positioned around the store to show ties and shirts, while shoes are displayed on mirror shoe bricks.