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The Met Mannequin vs. Zara's Mannequins

Every day I pass by work, I see so many beautiful windows but the mannequins dressed in brand clothing catch my eyes from far away. When I was peering through Zara's display, I noticed that the background was slightly dark, and there were only mannequins wearing brand clothes. This is the most straightforward and most typical merchandise technique, in which sight is used to draw attention. There were only two women mannequins on the left satin dressed in black dresses with blazers and one man mannequin on the right dressed in all black with a pop-out bright color blazer. I recognized right away that I locate women's and men's clothing in this store. But it was the mannequin dressed in black/gray slim-fitting jeans, a turtleneck shirt, black polished boots, and a yellow leather blazer that drew my eye the most due to the lighting picking up on the yellow blazer. The mannequin's primary purpose is to sell that yellow leather blazer. Also, he was standing up straight, with his arms on the side and feet together. The mannequin on top of the marble stone is the main emphasis, and behind it is a plain white hardcover paperboard, so the yellow leather screams. The yellow bright leather jacket blazer is smooth, sleek, and lightweight. However, if you turn a slight left, you will see what is inside the store, cool-colored retail surroundings are over warm-colored store environments. As a result of using those mannequins, the technique worked, and I decided to explore the goods.

As I walked around The Metropolitan Museum of Art, I was fascinated by the many works of art I saw and the stunning clothing the mannequins wore. Tom Browne, a male mannequin inside a clear box frame, is dressed fully in gray and wearing flip-flops. His costume is composed of wool and cotton, and it uses a Western manly wardrobe staple - the fitted jacket - as a canvas for traditional Japanese patterns like blossoms and Mount Fuji. The suit jacket refers to the men's under kimono with the Mount Fuji design in a surrounding case in black and white. Browne is dressed in a long button-down white t-shirt with a black, white, and gray stripes tie underneath. He's standing straight, his two arms at his sides, and his left foot is slightly ahead of

his right, with all of his weight on his left foot. The texture of the blazer jacket and its pants seems smooth, fine, thin, and light.

Both mannequins are males dressed in their respective attire. They both wear blazers with a long v-shape on their collars, buttons, and two side pockets. Both mannequins face front and straight. Both shapes are silhouettes in a dark neutral tone. There is no sequence, and everything except the main emphasis is present. The emphasis focuses on one thing, which is the mannequin.



Tom Browne (American, born in 1965)
Ensemble, 2016
The Metropolitan Museum Of Art
1000 Fifth Avenue, New York



Zara Window on 5th Ave
5th Ave #101, New York, NY 10003