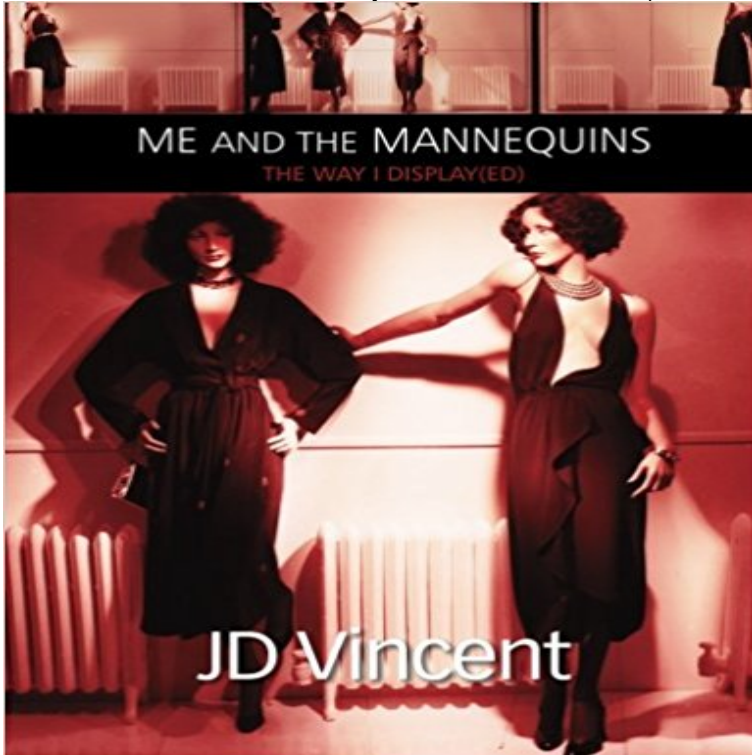


Me & The Mannequins: The Way I Display(ed) Volume 1 1978



One year in my life as a display window designer in Chicago at Bonwit Teller in 1978. This book has 35 photo plates that tell a story of Visual Merchandising from an earlier era. Mannequins are a big part of this story. Although only a few styles of mannequins are pictured in this book, its revealing how these few impacted my creative process. It is also very interesting in hindsight how much creative freedom I had at the time. A creative freedom that does not exist, for the most part, for today's Visual Merchandiser. I often refer in the book to Display Window Design, as this was a transition era to today's Visual Merchandising job description. The prominent display window in this book was an unusual one even for its time - it was located in the iconic John Hancock building in Chicago. At 30 feet wide it was a monster to figure out a design approach that made any sense, both practical as well as budgetary. For anyone not familiar with Bonwit Teller, a quick google will tell part of the story. This was a fairly small, exclusive chain of stores originating out of New York. They had an extensive selection of designer clothing from the era, as well as being home to Shop-In-Shop designer labels such as Hermes, Missoni & Fendi. I was very young and had a great time with so much creative freedom - and not so much of a great budget. In the years after I left Bonwits, I would look at these photos and think they looked awfully dated. However, in the last few years, I've come to see them as vintage and yes, perhaps dated a bit - but I think the apparel, as well as some of my designs have stood the test of time. I hope the reader will agree.

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