When a store opening matters, a box isn't enough



A new store opening brings fixtures, lighting, signage, stock, visual merchandising and contractors together against one deadline. Your mannequins should be one part of that plan you can feel confident about.

Support that understands the opening-day pressure

For Mr Price Sport Gateway in Umhlanga, DEC arranged priority delivery directly to site and onsite delivery and setup support. The job involved helping with the practical details of unboxing and installation, so the store team could keep its attention on preparing the sales floor.

Every store matters. A flagship, a new concept or a high-visibility opening can bring extra scrutiny, making coordination between the retailer and its suppliers especially valuable. Delivery support should be discussed as part of the project brief, with the scope agreed before the opening.

1. Test the mannequin with real merchandise

Several months before the Gateway opening, the visual merchandising team had trialled mannequins in a live store. That gave the team an opportunity to judge the poses, proportions and finish beside the actual clothing, fixtures and lighting before committing.

For your next project, shortlist mannequins around the garments you sell. Check how the clothing sits, how easily the team can dress the forms and how the grouping reads from the aisle. Ask DEC about a trial where appropriate for your project.

2. Give production and quality checks enough time

A reliable opening plan makes room for manufacture, finishing, drying and quality control. Leaving the mannequin decision until the end can squeeze the time available for those stages and for the retailer's own visual merchandising preparation.

Share the store count, mannequin quantities, preferred poses, finishes and opening dates early. DEC can then work through production and delivery requirements with your team and identify the decisions that need to be settled first.

3. Plan delivery before the pressure peaks

Coordinate the site contact, access arrangements and delivery window with the people setting up the store. Discuss any onsite help in advance so that everyone understands what is included and who is responsible for each stage.

The aim is a complete display that presents the merchandise properly. A delivered box is one step in that process; unpacking, positioning and resolving setup snags are part of reaching the final result.

4. Keep a local point of support after opening

DEC manufactures locally and supports its mannequins through its Johannesburg workshop. New mannequin purchases include a 24-month bring-back repair guarantee for qualifying repairs, with customers responsible for transport to and from the workshop. Ask the team to confirm the applicable terms for your order.

Retailers needing ongoing fleet care can also discuss Showroom Condition Mannequins, a separate service arrangement designed around an agreed display standard and replacement process. Involve Michael, Shelley, Basil and Benjy early so they can recommend the right combination of products and support for your stores.

Speak to the DEC team

Michael, Shelley, Basil and Benjy can help with catalogue guidance, store reviews and large project volume pricing.

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Plan your next store setup at display.co.za/contact

Read the web article and explore related mannequins