

LONG TALL SALLY LAUNCHES FASHION INDUSTRY'S FIRST MANNEQUIN MADE USING 3D SCAN OF REAL CUSTOMER

Submitted by: Propellernet Ltd

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The UK's first mannequin based on the exact proportions of a real customer has been launched. Long Tall Sally (<http://www.longtallsally.com/made-tall>), global leader in fashion for tall women, has used the latest in 3D scanning technology to create an exact likeness of one of its very own customers, 6'0", size 14 Harriet Winters.

Specialists in designing clothes for women over 5'8" with a focus on true tall fit, Long Tall Sally wanted to create a mannequin that reflected the true shape and facial likeness of one of its customers.

Harriet's mannequin will sit in Long Tall Sally's design studio and be used for regular fittings - providing the Long Tall Sally technical team with a unique opportunity to fit their garments to a real woman. The mannequin will also feature in the window of Long Tall Sally's flagship store on Chiltern Street, London.

Andrew Shapin, CEO of Long Tall Sally commented: 'In an industry first we're now able to design and fit our collections on the mannequin of a real 6', size 14 customer; a game changer in tall womenswear. At Long Tall Sally we're dedicated to offering our customers a true tall fit with true tall proportions, so bringing customers like Harriet to the heart of the process is invaluable.'

Fashion historian and lecturer at Central St. Martin's, June Rowe, who specialises in the history of fashion mannequins, feels that this personalisation is a creative, consumer-led way forward for the industry. She says: 'The mannequin has always adapted with fashion and new digital technologies have seen the industry embrace cutting-edge and dynamic forms – such as holograms and mannequins that move. The 3D scanning of a customer meets the new demand of consumers that are looking for a more 'real' reflection of themselves in their shopping experience, as well as a more inclusive and forward-thinking fashion industry.'

The process works by firstly 3D scanning the entire body and mapping the scan to create a mannequin blueprint that matches the measurements and curves of the subject. Once it has been divided into sections similar to those of a shop mannequin, it is crafted into a solid figure using foam and resin.

Long Tall Sally's new mannequin marks a significant departure for the fashion and retail industry, which typically utilises a mannequin that stands around 5'9" and wears a UK size 8, measuring 34" chest, 24" waist and 34" hips. For years, Long Tall Sally had to custom order mannequins for its in-store displays at 6'0" tall, size 10-12 to fit the brand's sample size. Long Tall Sally's new mannequin stands at 6'0" and wears a size 14, measuring 38" - 31" - 40".

To find its new mannequin, Long Tall Sally outreached to its customer base with a competition titled 'Are you Made Tall?' Harriet, the 6' size 14 winner, strongly believes that the fashion industry should reflect all shapes and sizes of women. Harriet says: 'To me, most mannequins on the high-street look so similar and don't always reflect real body shapes. I'm proud of my height and my figure and

it's really powerful to see a mannequin with the dimensions of a real woman.'

For further information on the making of the mannequin, the history of the changing shapes and construction of mannequins over the last 100 years, visit www.longtallsally.com/made-tall.

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NOTES TO EDITORS:

About Long Tall Sally

Long Tall Sally is the world leader in fashion and footwear for tall women. With 26 stores in USA, Canada, UK and Germany - and online at longtallsally.com - the brand is the global destination where style starts at 5'8" and UK shoe size 7. Designing each piece in house for the perfect tall fit, Long Tall Sally is the first choice of tall women worldwide.

More images and video can be downloaded here: <https://propellernet.exavault.com/share/view/ec1a-d3dsft7t>

STANDARD SHOP MANNEQUIN

Height 5'9

Size 8-10

Chest 34 inches

Waist 24 inches

Hips 34 inches

REGULAR MANNEQUIN AT LONG TALL SALLY

Height 6 ft

Size 12

Chest 91 cm / 35.75 inches

Waist 74 cm / 29 inches

Hips 100 cm / 39.5 inches

HARRIET MANNEQUIN (COMPETITION WINNER)

Height 6 ft

Size 14

Chest 97 cm / 38 inches

Waist 79 cm / 31 inches

Hips 102 cm / 40 inches

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