

How To Set the Dressmaker Form

vera bradley

SAME SIDE

Ensure all height adjusters are on the same side of each form.

5'6"

SAME HEIGHT

All Dressmaker Forms on the sales floor must be adjusted to the same height - 5'6" from floor to top of the neck

SAME BASE PLACEMENT

When placing forms next to each other ensure base feet are all positioned in the same direction.



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Dressmaker Forms will need to be twisted and worked with in order to hold product.
Ensure arms, hands and fingers are styled into natural positions.
Only use heads when directed to.



OUTFIT

Realistically style the Dressmaker Form with a complete look including accessories, so that the customer can clearly envision herself using those same items.



FEATURE

Focus on one style and show her how to carry or wear it. Add an accessory to highlight any features, such as a pocket. The display should always remain simple.



HIGHLIGHT

Use this method to highlight a new item or bring attention to a special or hidden feature.

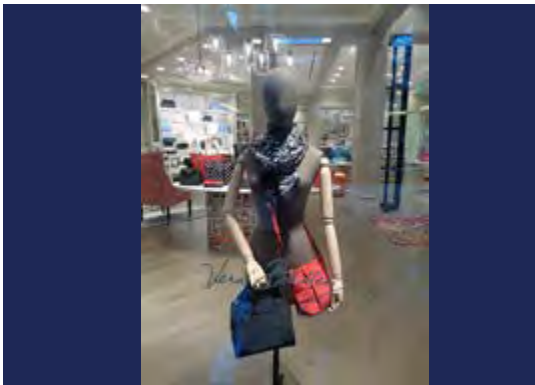
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ADJACENT TO A FLOOR FIXTURE

Place a form next to a larger floor fixture or table as an extension of the display. Outfit with items that represent the display.



IN A WINDOW

A form can be placed facing out of a smaller window, if no other direction has been provided by Home Office. Forms should be featuring a top new style or represent the current floor set priority



NEXT TO A CABINET

Place a form at the beginning or end of a cabinet run. Ensure the form does not block the ability to shop the cabinet. Outfit with items that represent the display.