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## Me the Mannequins: The Way I Display(ed) Volume 1 1978 (Paperback)

By J D Vincent

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. 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, it's 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...



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