

FREE OPERATIONAL TEMPLATE

Mannequin Styling and Arrangement Checklist

Use this 60-point checklist to verify mannequin safety, outfit fit, styling quality, pose, grouping, placement, campaign accuracy, and approval.

Store / location

Review date

Display zone / campaign

Stylist / approver

1. Styling brief, display objective, ownership, and approval

- 1 Confirm the store, display zone, campaign or collection, installation date, stylist, visual merchandiser, approving manager, and planned display period.**

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign



Execution tip: Confirm the campaign brief, target customer, featured products, display period, reference images, and approval owner before dressing begins.

- 2 Verify the latest mannequin styling brief, campaign artwork, planogram, look book, window directive, and approved reference images are available.**

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Confirm the campaign brief, target customer, featured products, display period, reference images, and approval owner before dressing begins.

- 3 Identify the display objective, such as newness, hero product, complete-the-look, seasonal story, promotion, occasion, or category education.**

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Confirm the campaign brief, target customer, featured products, display period, reference images, and approval owner before dressing begins.

- 4 Confirm the target customer, price point, climate, local trading conditions, and product availability are reflected in the styling plan.**

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Confirm the campaign brief, target customer, featured products, display period, reference images, and approval owner before dressing begins.

- 5 Review previous display feedback, damaged fixtures, missing products, delayed deliveries, unresolved corrections, and local adaptation approvals.**

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Confirm the campaign brief, target customer, featured products, display period, reference images, and approval owner before dressing begins.

- 6 Define critical failures, evidence requirements, correction deadlines, escalation routes, and final approval authority before installation starts.**

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Confirm the campaign brief, target customer, featured products, display period, reference images, and approval owner before dressing begins.

2. Mannequin condition, stability, safety, and preparation

- 7 Inspect the mannequin body, head, hands, feet, joints, pins, magnets, connectors, base, support rod, and fixings for damage or missing parts.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect each mannequin before dressing. Remove unstable, damaged, sharp, dirty, or incomplete units from customer-facing use until corrected.

- 8 Confirm the mannequin is stable on a level surface, correctly secured to its base, and resistant to accidental contact or normal customer movement.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Inspect each mannequin before dressing. Remove unstable, damaged, sharp, dirty, or incomplete units from customer-facing use until corrected.

- 9 Check for sharp edges, exposed wires, loose components, cracked surfaces, protruding pins, unstable poses, or other customer and employee hazards.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect each mannequin before dressing. Remove unstable, damaged, sharp, dirty, or incomplete units from customer-facing use until corrected.

- 10 Verify the mannequin surface is clean, free from dust, marks, adhesive residue, color transfer, chips, and visible repair damage.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect each mannequin before dressing. Remove unstable, damaged, sharp, dirty, or incomplete units from customer-facing use until corrected.

- 11 Confirm wigs, heads, facial features, skin tone, finish, and interchangeable parts match the approved display concept and are securely attached.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Inspect each mannequin before dressing. Remove unstable, damaged, sharp, dirty, or incomplete units from customer-facing use until corrected.

- 12 Record mannequins requiring repair, replacement, repainting, cleaning, missing components, or temporary removal, with owner and due date.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Inspect each mannequin before dressing. Remove unstable, damaged, sharp, dirty, or incomplete units from customer-facing use until corrected.

3. Product selection, outfit planning, size, and fit

- 13** Confirm every garment, footwear item, accessory, and prop matches the approved styling brief, collection, color story, and campaign period.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Build each look from approved, available merchandise. Use the correct size and supporting materials so the outfit appears natural without damaging products.

- 14** Verify featured products are available for customer purchase in appropriate sizes, colors, or alternatives before placing them on mannequins.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Build each look from approved, available merchandise. Use the correct size and supporting materials so the outfit appears natural without damaging products.

- 15** Select garment sizes that fit the mannequin correctly without excessive stretching, distortion, sagging, or visible strain at seams and closures.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Build each look from approved, available merchandise. Use the correct size and supporting materials so the outfit appears natural without damaging products.

- 16** Use approved padding, clips, pins, tissue, tape, or supports discreetly so the intended silhouette is achieved without product damage.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Build each look from approved, available merchandise. Use the correct size and supporting materials so the outfit appears natural without damaging products.

- 17** Confirm tops, bottoms, dresses, outerwear, and layered pieces align correctly at shoulders, waist, hips, hems, cuffs, collars, and closures.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Build each look from approved, available merchandise. Use the correct size and supporting materials so the outfit appears natural without damaging products.

- 18** Check that product tags, security devices, spare buttons, hang loops, packaging, and temporary labels are hidden unless the display standard requires them.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Build each look from approved, available merchandise. Use the correct size and supporting materials so the outfit appears natural without damaging products.

4. Dressing technique, garment finish, layering, and detail control

- 19 Confirm garments are clean, steamed or pressed, lint-free, undamaged, and free from makeup, deodorant, dust, loose threads, and handling marks.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Review the mannequin from every customer-facing angle. Correct wrinkles, twisted seams, open fastenings, uneven hems, exposed supports, and untidy layers.

- 20 Verify buttons, zips, hooks, belts, ties, drawstrings, cuffs, pockets, collars, lapels, plackets, and closures are styled as directed.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Review the mannequin from every customer-facing angle. Correct wrinkles, twisted seams, open fastenings, uneven hems, exposed supports, and untidy layers.

- 21 Check seams, side lines, center fronts, prints, stripes, checks, motifs, and garment panels sit straight and align naturally on the body.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Review the mannequin from every customer-facing angle. Correct wrinkles, twisted seams, open fastenings, uneven hems, exposed supports, and untidy layers.

- 22 Confirm layered garments remain visible in the intended order and do not create bulky, uneven, compressed, or unrealistic areas.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Review the mannequin from every customer-facing angle. Correct wrinkles, twisted seams, open fastenings, uneven hems, exposed supports, and untidy layers.

- 23 Verify sleeves, trouser legs, skirt lengths, hems, tucks, rolls, folds, and drapes are balanced across paired mannequins unless deliberate asymmetry is approved.

MEASUREMENT

REFERENCE

Enter

OBSERVED

Enter

VARIANCE

Enter



Execution tip: Review the mannequin from every customer-facing angle. Correct wrinkles, twisted seams, open fastenings, uneven hems, exposed supports, and untidy layers.

- 24 Inspect the back, sides, neckline, underarms, waist, seat, and hem for clips, pins, tape, supports, gaps, puckering, or exposed construction aids.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Review the mannequin from every customer-facing angle. Correct wrinkles, twisted seams, open fastenings, uneven hems, exposed supports, and untidy layers.

5. Pose, grouping, storytelling, and visual composition

- 25 Confirm each mannequin pose supports the campaign mood, product type, target customer, and approved brand personality.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Evaluate the group as one composition, not as separate mannequins. Use pose, spacing, height, gaze, and direction to lead attention toward the featured products.

- 26 Verify arms, hands, legs, feet, head angle, torso direction, and body weight appear natural, intentional, and free from awkward collisions.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Evaluate the group as one composition, not as separate mannequins. Use pose, spacing, height, gaze, and direction to lead attention toward the featured products.

- 27 Arrange mannequin groups with a clear focal point, supporting looks, varied heights, balanced negative space, and an understandable visual hierarchy.

MEASUREMENT

REFERENCE

Enter

OBSERVED

Enter

VARIANCE

Enter



Execution tip: Evaluate the group as one composition, not as separate mannequins. Use pose, spacing, height, gaze, and direction to lead attention toward the featured products.

- 28 Confirm mannequins do not block each other, conceal hero products, create confusing overlaps, or turn key product details away from the customer route.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Evaluate the group as one composition, not as separate mannequins. Use pose, spacing, height, gaze, and direction to lead attention toward the featured products.

- 29 Use gaze, body direction, props, and garment movement to connect the group into one story rather than unrelated individual poses.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Evaluate the group as one composition, not as separate mannequins. Use pose, spacing, height, gaze, and direction to lead attention toward the featured products.

- 30 Check the composition from the main approach, entrance, window sightline, aisle, escalator, and other priority customer viewpoints.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Evaluate the group as one composition, not as separate mannequins. Use pose, spacing, height, gaze, and direction to lead attention toward the featured products.

6. Color, texture, proportion, silhouette, and styling balance

- 31** Verify the color palette follows the campaign direction and creates a clear relationship between hero colors, neutrals, accents, and supporting products.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Compare the completed looks with the approved visual story. Balance color, print, texture, volume, and proportion so the product remains the focus.

- 32** Confirm prints, patterns, textures, shine, scale, and garment details are combined intentionally without creating visual noise or product confusion.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Compare the completed looks with the approved visual story. Balance color, print, texture, volume, and proportion so the product remains the focus.

- 33** Check top-to-bottom proportions, waist position, sleeve and hem lengths, footwear scale, accessory size, and visible skin or mannequin area for balance.

MEASUREMENT

REFERENCE

Enter

OBSERVED

Enter

VARIANCE

Enter



Execution tip: Compare the completed looks with the approved visual story. Balance color, print, texture, volume, and proportion so the product remains the focus.

- 34** Verify the intended silhouette is clear from the main customer viewpoint and is not distorted by incorrect sizing, padding, clipping, or layering.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Compare the completed looks with the approved visual story. Balance color, print, texture, volume, and proportion so the product remains the focus.

- 35** Confirm contrasting products, accessories, and props highlight the featured merchandise rather than overpowering it.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Compare the completed looks with the approved visual story. Balance color, print, texture, volume, and proportion so the product remains the focus.

- 36** Compare adjacent mannequins and displays to prevent repetitive looks, unplanned color clashes, competing focal points, or inconsistent styling density.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Compare the completed looks with the approved visual story. Balance color, print, texture, volume, and proportion so the product remains the focus.

7. Accessories, footwear, props, and supporting presentation

37 Confirm bags, jewellery, scarves, hats, eyewear, belts, watches, footwear, and other accessories match the approved complete-look direction.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Treat every accessory and prop as part of the selling story. Secure items safely, show them clearly, and remove anything that looks improvised or unavailable.

38 Verify accessories are positioned naturally, remain visible, and do not obscure garment features, faces, hands, price communication, or key products.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Treat every accessory and prop as part of the selling story. Secure items safely, show them clearly, and remove anything that looks improvised or unavailable.

39 Check footwear is the correct pair and size, clean, securely fitted, aligned with the feet, and supported without visible stuffing or unstable fixing.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Treat every accessory and prop as part of the selling story. Secure items safely, show them clearly, and remove anything that looks improvised or unavailable.

40 Confirm jewellery, eyewear, small accessories, and high-value items use approved security methods without visible cables, tags, or awkward positioning.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Treat every accessory and prop as part of the selling story. Secure items safely, show them clearly, and remove anything that looks improvised or unavailable.

41 Inspect props, plinths, risers, furniture, graphic panels, plants, lifestyle objects, and seasonal elements for relevance, condition, stability, and cleanliness.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Treat every accessory and prop as part of the selling story. Secure items safely, show them clearly, and remove anything that looks improvised or unavailable.

42 Remove unapproved personal items, empty packaging, non-merchandise fillers, damaged props, excessive decoration, and objects that create safety or brand risk.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Treat every accessory and prop as part of the selling story. Secure items safely, show them clearly, and remove anything that looks improvised or unavailable.

8. Placement, sightlines, windows, floor displays, and customer access

- 43 Confirm mannequin placement matches the approved window, entrance, focal-point, wall, platform, or floor-plan position.**

MEASUREMENT

REFERENCE

Enter

OBSERVED

Enter

VARIANCE

Enter



Execution tip: Review placement from outside and inside the store. Keep products visible, displays accessible, and all customer, cleaning, security, and emergency routes clear.

- 44 Verify the group is centered or intentionally offset, aligned to architectural features, and positioned at the approved distance from glass, fixtures, and graphics.**

MEASUREMENT

REFERENCE

Enter

OBSERVED

Enter

VARIANCE

Enter



Execution tip: Review placement from outside and inside the store. Keep products visible, displays accessible, and all customer, cleaning, security, and emergency routes clear.

- 45 Check that lighting reaches faces, garments, footwear, and hero products without harsh shadows, glare, reflections, color distortion, or unlit areas.**

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Review placement from outside and inside the store. Keep products visible, displays accessible, and all customer, cleaning, security, and emergency routes clear.

- 46 Confirm mannequins do not obstruct entrances, aisles, accessible routes, emergency exits, fire equipment, cameras, sprinklers, cleaning access, or customer service points.**

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Review placement from outside and inside the store. Keep products visible, displays accessible, and all customer, cleaning, security, and emergency routes clear.

- 47 Verify window displays are readable from the expected viewing distance and that condensation, reflections, dirt, or excessive depth do not weaken visibility.**

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Review placement from outside and inside the store. Keep products visible, displays accessible, and all customer, cleaning, security, and emergency routes clear.

- 48 Confirm floor displays allow safe customer browsing and product retrieval without unstable bases, trip hazards, sharp projections, or crowding.**

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Review placement from outside and inside the store. Keep products visible, displays accessible, and all customer, cleaning, security, and emergency routes clear.

9. Campaign accuracy, product availability, pricing, and daily upkeep

- 49** Verify the displayed products, campaign message, launch date, promotion, price point, and supporting signage match the approved current communication.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Keep the display commercially accurate throughout its life. Replace sold-out products, correct price communication, and refresh styling after customer or staff interaction.

- 50** Confirm featured products are correctly identified in POS and inventory systems and can be located quickly by employees when customers ask.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Keep the display commercially accurate throughout its life. Replace sold-out products, correct price communication, and refresh styling after customer or staff interaction.

- 51** Check price cards, product codes, promotional terms, QR codes, digital screens, and directional signs for accuracy, readability, and correct placement.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Keep the display commercially accurate throughout its life. Replace sold-out products, correct price communication, and refresh styling after customer or staff interaction.

- 52** Define approved substitutions for low-stock or sold-out items and confirm local teams do not create unauthorized replacement looks.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Keep the display commercially accurate throughout its life. Replace sold-out products, correct price communication, and refresh styling after customer or staff interaction.

- 53** Inspect mannequin styling at opening, after peak periods, after cleaning, and after product handling for moved accessories, wrinkles, dust, gaps, and instability.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Keep the display commercially accurate throughout its life. Replace sold-out products, correct price communication, and refresh styling after customer or staff interaction.

- 54** Record replenishment, steaming, cleaning, security, repair, and styling corrections with ownership and completion time.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Keep the display commercially accurate throughout its life. Replace sold-out products, correct price communication, and refresh styling after customer or staff interaction.

10. Final review, evidence, corrective actions, and sign-off

- 55** Capture wide-angle evidence from every priority customer viewpoint and detail images of hero products, accessories, styling techniques, signage, and safety controls.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 Execution tip: Approve the display only after wide-angle and detail evidence confirms the brief, product availability, safety, styling quality, and commercial accuracy are controlled.

- 56** Compare the completed display with the approved reference and record each variance in styling, product, pose, placement, lighting, signage, or condition.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

 Execution tip: Approve the display only after wide-angle and detail evidence confirms the brief, product availability, safety, styling quality, and commercial accuracy are controlled.

- 57** Classify deviations by customer impact, safety risk, brand impact, commercial importance, and urgency using the approved scoring rules.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A

 Execution tip: Approve the display only after wide-angle and detail evidence confirms the brief, product availability, safety, styling quality, and commercial accuracy are controlled.

- 58** Assign every correction to a named owner with due time, required evidence, escalation route, and temporary control where immediate correction is not possible.

CRITICAL

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

 Execution tip: Approve the display only after wide-angle and detail evidence confirms the brief, product availability, safety, styling quality, and commercial accuracy are controlled.

- 59** Verify corrections through repeat inspection and new live evidence, and keep actions open until the approved standard is objectively restored.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 Execution tip: Approve the display only after wide-angle and detail evidence confirms the brief, product availability, safety, styling quality, and commercial accuracy are controlled.

- 60** Record the final score, critical failures, unresolved exceptions, next review date, stylist, store manager, visual merchandiser, and approval signatures.

CRITICAL

APPROVAL

NAME	Enter	DATE / TIME	Enter	APPROVAL	Sign
------	-------	-------------	-------	----------	------

 Execution tip: Approve the display only after wide-angle and detail evidence confirms the brief, product availability, safety, styling quality, and commercial accuracy are controlled.

RUN THIS CHECKLIST DIGITALLY

Turn mannequin styling into verified visual execution

Schedule reviews, compare approved references, capture live evidence, assign corrections, verify closure, and compare styling performance across every store.

Campaign-led reviews

Live display evidence

Critical safety alerts

Corrective-action tracking

Try the Mannequin Styling Checklist in Taqtics