

LS PICK

A mannequin AFFAIR

Mannequins are made to embody people, but real human beings have little in common with such perfectly shaped dolls. People have real bodies; every individual is different and imperfectly perfect. When we are out shopping, how much do these mannequins really help in showcasing a product to us?

Mannequins have, what many consider, the 'perfect' bodies. The body which most women desire to have, the 'size zero' they crave for. The marketing strategy behind using mannequins to display items is to target that very desire. To target the vulnerability and insecurity that most women have about their bodies. Seeing an item on perfect dolls sub-consciously makes women feel that wearing it will make them look just as 'perfect.' But the reality is far from it.

We are all flawed and still beautiful in our own ways. We do not need to have mannequin-like bodies to be considered perfect. This is the reason why so many clothes look great on those dolls; luring you into buying them. But once you get home and try them on, they look nothing like it.

Just like everyone is different, clothes look different depending on body shape, height and what not. Do not be charmed into buying something just because it looks amazing on mannequins and models. Always try them on before you buy them.

Do your research as well — find out what flatters your beautiful body the best. Do not be scared to step out of your comfort zone and try new things. But the next time you are at a store and a dress that is on a mannequin catches your eye, do not let it charm you then and there. Think about whether it's a style that will flatter you; try it on and scrutinise it. Instead of letting mannequins get into your head, let your acuity and sense of style bring forth the best version of you.

By Zohaina Amreen

Model: Mysha

Photo: Sazzad Ibne Sayed

Make-up: Farzana Shakil's Makeover Slon

Wardrobe: Rima Naz, Jewellery: Araaz

Styling: Sonia Yeasmin Isha

Location: Pan Pacific Sonargaon, Dhaka

