

What's the skinny with Woolworths' mannequins?

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Woolworths has responded to the slew of backlash that it has received over its "skinny display mannequins", claiming that "these bodies are built to global or universal specifications".



Picture: The Kiffness via [Instagram](#)

This comes hot on the heels of an online post, which has since gone viral, in which South African music group, The Kiffness, publicly slammed the major retail brand's spindly mannequins, claiming that Woolworths should be ashamed of itself.

"Dear Woolworths SA. I've had your chicken kebabs & they're delicious but yoh man, your kebab sticks are thicker than your mannequins legs. No wonder my wife keeps asking if she looks fat in her jeans. Shame on you!" the group wrote on its Facebook page.

In response to the copious criticism, Woolworths has committed to taking the concerns raised into consideration when making an order for its next batch of dummy figures used to display its clothes.

"The concerns raised have been discussed in depth today with our visual merchandising, clothing and marketing management teams who have committed to take these concerns into consideration when we next order mannequins," the retail brand said in a statement to TMG Entertainment.

"We currently source our display mannequins from international mannequin houses and these bodies are built to global or

universal specifications."

TMG Digital

Source: Business Day

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