

CREATIVE CONCEPTS

Concept 1

Modelling Sustainable Style

Partnering with brands that champion sustainability is crucial today. In fact, it's a prerequisite for visual brands constantly in the public eye to be seen as a driver of sustainability, especially in the fashion and manufacturing industries. Recyclable materials, a reduced carbon footprint and green processes are not just in vogue as selling points, they are an IDW core value. IDW offers sustainable style without compromising on quality.

We emphasise that IDW are the fashion world's sustainable partner in a way that is engaging with play-on-words, on-brand and brings in industry language that speaks to the audience in their language.

IDW. **Sustainable style**, market-leading quality.

IDW. Sustainable style, 100% recyclable.

A model for **sustainable style** / Modelling **sustainable manufacturing**

Addressing the fashion world with **sustainable style**

IDW. A flair for fashion, committed to **sustainable style**.

Sustainable style is at the heart of everything we do.

Partnering ethical retailers with **sustainable style**.

Industry leading design made sustainably.

Sustainable style. High-grade products, low-grade impact.

Delivering market-leading products with **sustainable style**.

Concept 2

Shaping Brands

By partnering with IDW, you know you are partnering with a company that leads the way in design and brings the gold-standard of mannequins. The materials IDW uses in manufacturing, and the design acumen involved to create IDW mannequins showcase brands in the best light possible. IDW are industry leaders across the world for a reason.

This concept is all about showcasing, exhibiting for brands interested in visuals and taking pride in the quality products IDW creates. The phrase is a double meaning as IDW literally 'shapes' the products of brands with mannequins.

IDW. **Shaping brands worldwide.**

Shaping global fashion **brands** since xxx

Leading the way in design. **Shaping your brand.**

Displaying your products. **Shaping your brand.**

Showcase your products in the best light. **Shape your brand.**

Display your products to the world. **Shape your brand** with IDW.

Helping global **brands take shape.**

Optimising retail presentation. **Shaping brands.**

IDW. Putting brands into their best shape. / Fashioning your brand into shape

Concept 3

Fashion's Trusted Partner

Concept 3 is all about 'proofing'. IDW is a world-leader in display solutions, partnering with huge, global clients. Fashion giants trust IDW with displaying their products to customers in the best light possible. Quite simply, there's a reason why IDW have such an impressive clientele and portfolio of brand partners.

This provides the impetus for visual merchandisers and buyers to get on-board as they know they are going to get a high level of quality and market-leading mannequins. The best partners with the best, and IDW are the #1 international display provider.

Partnering global fashion. / **Partnering fashion's** biggest names.

Trusted by the fashion world for a reason.

Fashion's trusted partner worldwide.

Placing the customer at the centre as **fashion's trusted partner.**

Fashion's partner of choice.

The fashion world's leading manufacturer of mannequins.

Leading the fashion world with market-leading creativity.

Concept 4

Supplying retailers at speed, in style. / Supplying retailers in style, at speed.

In the fast-moving retail sector where style and fashion are ever-changing at the whim of customer behaviour, speed-to-market is everything. IDW delivers high-quality products fast and flexibly, to brands anywhere in the world – allowing retailers to react quickly and meet the tightest of deadlines, whether that be for a new brand or range launch.

IDW achieves this without compromising on the quality of the mannequins, from design to sculpting to production and quality control. When it comes to receiving market-leading mannequins that showcase and sell products, at an unmatched turnaround, IDW is your chosen display solutions provider.

IDW. Fast-moving mannequins for a fast-moving market. / Time is money, speed matters. Fast-moving mannequins for a fast-moving market.

High-quality mannequins, delivered with market-leading speed. / Market-leading mannequins made with care, supplied with speed. / Supplying retailers the world over, at lightning-speed.

Market-leading mannequins, unmatched speed to market. / Accelerating your speed to market.

Supplying retailers and brands, fast. / Your lightning-fast display partner/provider.

IDW. Mannequins that are one step ahead. / Mannequins that can move. / Mannequins that move, fast. / IDW. Mannequins that finish first, every time. / Mannequins that don't stand still.

IDW. We'll transport it in style, with speed. / IDW. We'll get it there in style. / IDW. Supplying retailers in style. / IDW. Shipping in style, wherever you are.

IDW. Mannequins made in Europe, delivered with care. Anywhere. / IDW. Supplying high-quality mannequins, anytime, anywhere in the world. / Made in Europe, delivered anywhere. Fast. / Meeting retailers' needs with mannequins at speed. / Supplying mannequins with speed to retailers all over the globe.

IDW. On-time, quick-time, every time. / On-time delivery, on-brand mannequins. Guaranteed. / High-quality mannequins on demand.

IDW. When it comes to retail, we understand time is of the essence. / IDW. Always on time.

Delighting retailers with speed, quality and flexibility, so they can delight their customers. / IDW. We go to the ends of the Earth to deliver display solutions that sell.

IDW. Delivering quality display solutions faster and better than the rest. / IDW. Fast, flexible fashion display solutions.

Sculpted with skill, delivered at double-time. / Designed with care, delivered with speed.

Need market-leading mannequins at speed? We deliver. / When it comes to retail delivery solutions. We deliver quality, quickly.

Fashion/style doesn't wait. / Fast-tracking retailers' supply.

Meticulously made, quickly delivered. / Crafted carefully, supplied with speed.

From factory to shop floor at market-leading speed. / From workshop to retail warehouse, double-time.