“Moving Mannequins” Launches the Latest in Realistic Display Mannequin Artistry

Woody Lawhon, Hollywood-renowned robotics, animatronics and special effects developer for director-greats such as Ron Howard, Mike Nichols, Clint Eastwood, Robert Redford and Lawrence Kasdan, to name a few, launches the company “Moving Mannequins,” which creates realistic mannequins that have the look of movie quality goods, yet priced to accommodate the retail industry. Lawhon’s years of expertise in creating lifelike exact doubles of actors and other celebrities was the perfect segway into creating display mannequins for the fashion industry and further incorporating robotics to change the course of mannequin history. www.movingmannequins.com

(PRWEB) July 11, 2005 -- Moving Mannequins has created tremendous buzz in an otherwise static market. The company’s talented team of master craftsmen, sculptors, finishing artists, and quality controllers ensure commitment to unparalleled realism in the finished product. Moving Mannequins was established to fill the demand for an extremely lifelike display mannequin, which when coupled with movement, stimulates emotion and draws excited attention to the display.

Every element of the finished product is carefully selected and executed with the goal of superior realism in mind. The company outperforms current industry standards with advances in skin texturing and pigmentation, utilizing 7-layers of paint to achieve a realistic human skin appearance, and the use of prosthetic eyes which further enhances the lifelike quality in the mannequins. www.movingmannequins.com

While in the movie industry, Lawhon was challenged with creating exact doubles of people and animals that were animated electronically. This experience led him to apply this knowledge to the mannequin industry -- taking movie biz technology and applying to mass-produced realistic display mannequins. For over three years, Woody has been perfecting his latest trend in mannequin development that includes designing and producing exact replicas of fashion models, as well as characters creating a scene.

“One of the main reasons for making the move from special effects to “Moving Mannequins” is that over the years I have pooled together some of the most talented artists who have the wonderful capability of tricking the public into thinking that a dummy is actually a human,” says Woody Lawhon, Moving Mannequins, CEO. “Taking what was a static environment and adding lifelike features and motion in regards to head turn seemed to be a logical next step. Our mission statement is simple: we are committed to creating the most realistic and innovative mannequins in the world, reaching a thrilling new level in the arena of competitive merchandising.”

MOVING MANNEQUINS BENEFITS:

1. Moving Mannequins are custom made to replicate any body and face type.
2. Moving Mannequins are three-dimensional and combine realism with motion.
3. Moving Mannequins capture the attention of perspective buyers making people take longer notice of the store window and pull them into the showroom.

The next phase for Moving Mannequins will be to develop mannequins for major designers. For example, the
company would develop mannequins that are exact replicas of the model being utilized for a specific advertising campaign. So, while certain models will be seen on television and in print, the exact same model will also be featured in the designer’s storefront windows.

Â—Moving MannequinsÂ— is based out of Los Angeles and Miami. For more information, please log onto www.movingmannequins.com or call 877-405-3500.

###
Contact Information
Woody Lawhon
Moving Mannequins
http://www.movingmannequins.com
877-405-3500

Online Web 2.0 Version
You can read the online version of this press release here.