

## Recycle Record

India produces approximately 12-15 million tonnes of waste paper every year, out of which only 26% gets recycled. Recycled paper helps reduce environmental impacts and has indirect benefits, which can boost the economy in simpler ways. Shoppers Stop takes this crucial environmental issue quite seriously, which reflects through their recent window display campaign.



Widest mannequin, Andheri



EOSS paper mannequin, Andheri



EOSS paper mannequin, Andheri



Tallest mannequin, Noida

**W**hen sale time rings, we know what to expect at Shoppers Stop windows. The environment conscious brand creates displays out of waste with newspapers being their signature material.

"Our belief is that recycling should be promoted actively. We have not just used paper in the last year but reused various old materials. Since we have started this concept we have used recycled materials including wood, plastic, metals, etc. This is our give back to being socially responsible," says Arden D'souza, VM Head, Shoppers Stop.

But this time they took it a notch up and

came up with creations, which were well recognized by Limca Records as well. The undertaking was credible and to dramatise the belief they stand by the widest and the tallest mannequins resulted.

A 35 ft tall mannequin made completely from recyclable materials was constructed at their Noida store. The numbers itself leave you mesmerized. The mannequin is made of 35 kg of newspaper and embellished with 10 kg color paper and 5 kg decorative beads & strings.

The other impressive installation was a 34 ft wide mannequin at their Andheri store made using 25 kg of newspaper and 5 kg of

coloured paper. The backdrop itself used 10 kg of newspaper. Both these mannequins were built by their in-house VM team.

**Mansi Lavsi**

### Visual Merchandising

Arden D'souza, VM Head, Shoppers Stop  
Shoppers Stop VM Team