

# PRISM

collection

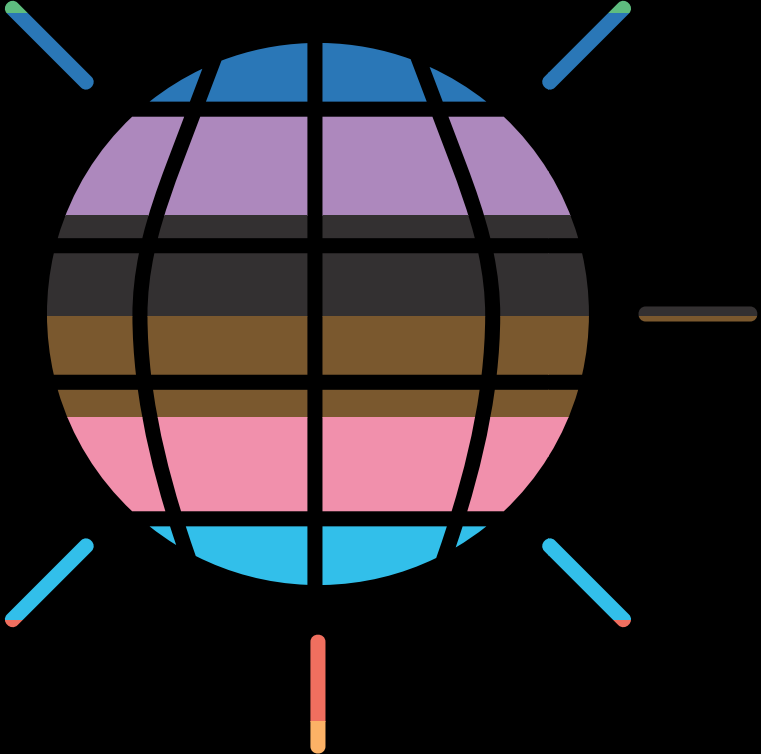


lookbook

A Gender Non-Conforming Collection

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Authentic + Fearless  
Mannequins for  
Retail Representation

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# Prism

A Gender Non-Conforming  
Collection

The first-of-its-kind collaboration for  
retail representation.

Fusion + The Phluid Project came  
together to create a collection  
representing self-expression through  
gender non-conforming mannequins  
in order to provide all brands an  
opportunity to celebrate everyone  
who walks through their doors, no  
matter how they identify.

This collection includes gender-free,  
transmasculine, and transfeminine  
mannequins in both standard and  
body positive sizing.



introduction

created by  
**Real People** \_\_\_\_\_



CEO + Founder, The Phluid Project  
Rob Smith // He/Him

## THE PARTNERSHIP

Inclusivity means bringing the right people to the table.

And we could not have thought of a better partner than The Phluid Project, founded by Rob Smith. Launched in March 2018 - in NYC and online - The Phluid Project was one of the first brands to make gender-free apparel and accessories available worldwide.

Through our partnership with Rob, we wanted to help break down the construct of mannequin gender, while lifting and celebrating all those that this collection represents.

**FUSON** + **THE phluid**  
PROJECT

the story

# with Real Stories

## PHLUID PHAMBASSADORS

Along with Rob, we worked with the Phluid Phambassadors, a panel of LGBTQ+ activists, creatives, models, and storytellers who share our belief in retail representation.

The result is an authentic mannequin collection that represents and celebrates the non-binary mindset.

***"What it does when we see the overall [non-binary] community given opportunities, we not only as a consumer feel invited, but we are reminded that the communities in which they [brands] are serving are included and that we are welcome."***

***-Daniella Carter,  
Phluid Phambassador***



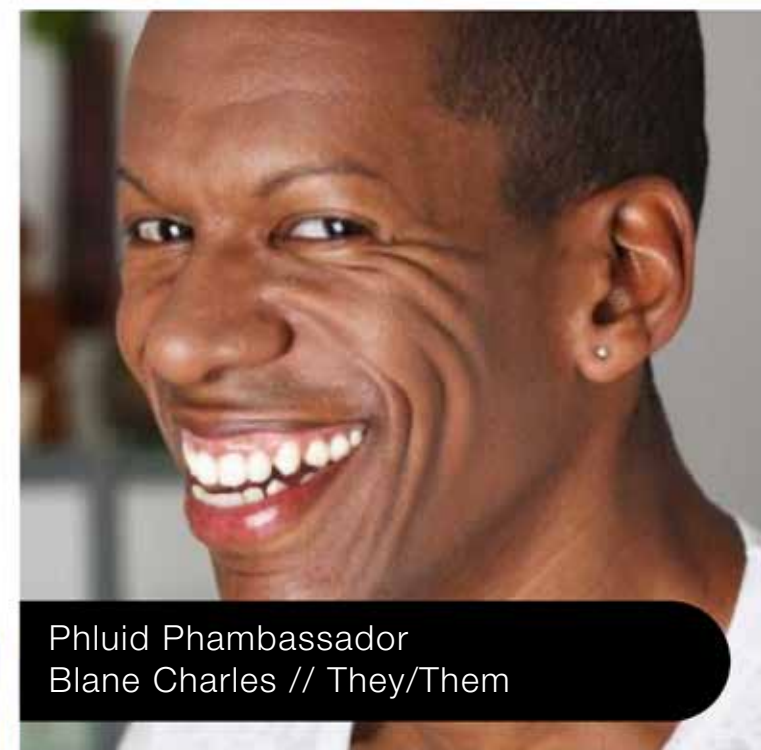
Phluid Phambassador  
Ady Del Valle // She/Her // He/Him



Phluid Phambassador  
Preston Souza // She/Her // They/Them



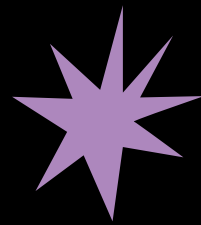
Phluid Phambassador  
Daniella Carter // She/Her



Phluid Phambassador  
Blane Charles // They/Them

Trans +  
Gender-Free  
Forms

# Authentic



Gender Free XL

Gender Free XXL

the collection



# Fearless

Fearless and confident bodies and poses.

Mannequins with personality and a point of view.



# all for a Good Cause



Up to 5% of the Prism collection proceeds will be donated to The Phluid Phoundation, a non-profit organization focusing efforts on those who are most vulnerable in our communities - namely, transgender women of color, and homeless queer youth.

To learn more about The Phluid Phoundation, visit their website:  
<https://www.phluidphoundation.org/>

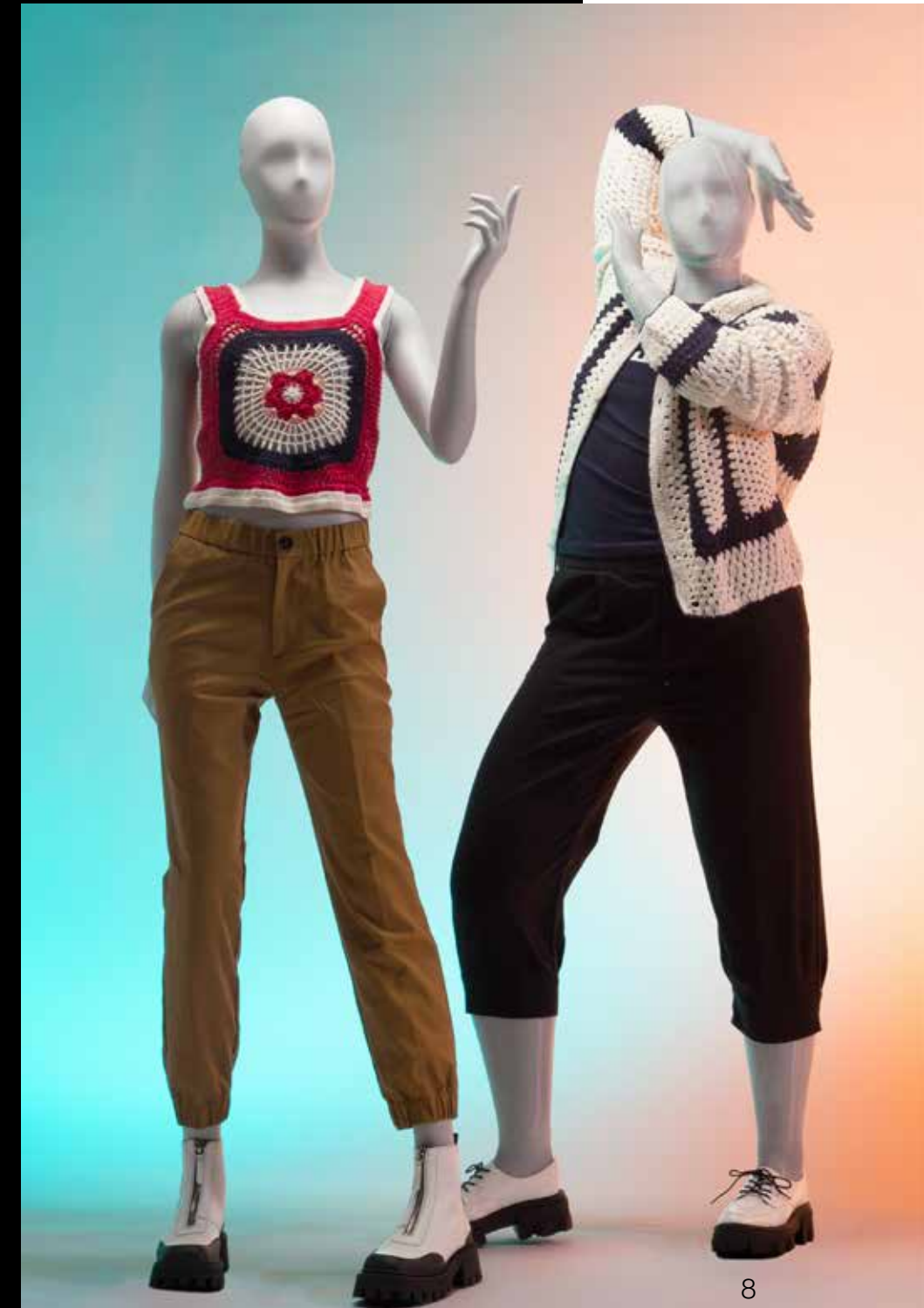






*"Representation matters. Visibility matters. Opportunity matter. It all matters."*

*-Rob Smith,  
CEO + Founder, The Phluid Project*



product

# Specifications

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Gender Free

Height: 70"  
Chest/Bust: 33.25"  
Waist: 26.5"  
Hip: 36.25"  
Inseam: 31"  
Shoe: 7  
Heel Rise: .5"



Trans Masculine

Height: 71.5"  
Chest/Bust: 32"  
Waist: 26.5"  
Hip: 37.5"  
Inseam: 32"  
Shoe: 7  
Heel Rise: .5"



Trans Feminine

Height: 69.5"  
Chest/Bust: 36"  
Waist: 26"  
Hip: 34.25"  
Inseam: 31"  
Shoe: 7  
Heel Rise: 1"



Gender Free XL

Height: 72.5"  
Chest/Bust: 40"  
Waist: 37"  
Hip: 45"  
Inseam: 30"  
Shoe: 7  
Heel Rise: .5"



Gender Free XXL

Height: 70.75"  
Chest/Bust: 42.5"  
Waist: 40.5"  
Hip: 49"  
Inseam: 30"  
Shoe: 7  
Heel Rise: 1"

Collection is available in custom and Essential Finishes.  
<https://www.fusionspecialties.com/mannequin-finishes>

product details

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# THANK YOU



# PRISM

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[www.fusionspecialties.com](http://www.fusionspecialties.com)

**FUSION**

Proprietary information of Fusion Specialties.

