

GENESIS

MANNEQUINS

The Directors Behind Retail Experts Kesslers London Acquire The Internationally Renowned Genesis Mannequins

London, November 2024 – In a move set to reshape the mannequin industry, Daniel Astarita and Rachael Evans - directors at [Kesslers London](#) have acquired the globally recognised German brand, [Genesis Mannequins](#). This marks a pivotal milestone for the business partners, following their successful 2020 acquisition of fellow mannequin specialists [Proportion London](#) - and promises to usher in a bold new era of sustainability and artistry in the world of high-quality, innovative retail solutions.

Astarita and Evans plan to revitalise the heritage brand by leveraging Genesis' wealth of assets, including its factories, customer lists, moulds, and design styles. The mannequin firm has long been celebrated for its creativity and craftsmanship and will bring both a rich history and international reputation to the retail entrepreneurs' growing portfolio

Genesis previously made headlines with the launch of its [BIONICV](#) range; a trail-blazing collection of mannequins made from sustainable materials to cater to the growing demand for eco-conscious products. In a timely synergy, Kesslers London and Proportion London recently debuted their ground-breaking [EcoForm](#) innovation, setting new standards for sustainable mannequin manufacturing, ensuring Genesis' BIONICV range will be elevated even further. The combined knowledge of these two market leaders will unite to create a new generation of sustainable mannequins that combine beauty, functionality, and a commitment to the environment through the two separate companies.

The Kesslers Directors are eager to bring fresh energy to Genesis, promising not just a revival, but a transformation. With unmatched craftsmanship, cutting-edge sustainability, and a modern aesthetic, Genesis is poised to re-enter the global market stronger than ever.

"Genesis Mannequins has a wonderful lineage and an unrivalled collection of ranges - we're excited to carry that forward into a new era of design, sustainability, and creativity", says Astarita, he continues "We believe that this acquisition will allow us to return the company to its previous heights and restore the brand for the customers while setting a new standard for the mannequin industry. We're excited to share that a new Genesis London showroom will open in 2025 - where we look forward to nurturing some of the excellent relationships the company has previously enjoyed as well as introducing the brand to a host of new clients."

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This acquisition reinforces directors' commitment to driving industry innovation while providing sustainable and impactful retail solutions for its international clientele.

For further details and partnership requests please contact Daniel Astarita, Managing Director Daniel.Astarita@kesslers.com

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About Kesslers London

With a heritage spanning over 130 years, Kesslers London is an award-winning retail display and merchandising solutions company based in East London. Their dedicated team of experts provides an end-to-end service, from initial design concept to final implementation. Committed to innovation across design, engineering, and manufacturing Kesslers London directors, Daniel Astarita and Rachael Evans, have built a retail solutions portfolio with the acquisitions of leading mannequin brands, Proportion London in 2020 and Genesis Mannequins. Kesslers London delivers comprehensive retail display solutions for major clients such as M&S, Dior, Fenty, and Sainsbury's, serving a diverse range of retail sectors. The company reported an annual turnover of £15 million in 2024.

About Proportion London

Proportion London was established some 150 years ago in France before relocating to London in the 1920s. Globally renowned for its innovative approach to mannequin design and manufacturing - the company is built on blending artistry and craftsmanship with cutting-edge materials and trail-blazing technology. The breadth of their expertise is reflected in their industry-spanning customers - from institutions such as the [V&A](#) and Historic Royal Palaces to leading fashion brands including All Saints and Mint Velvet.