

Mannequin Madness



JUDI@MANNEQUINMADNESS.COM 510-444-0650



WHAT WE DO

We are the largest mannequin liquidator in the U.S. and the ONLY African American owned mannequin company in the world. We sell a wide variety of new and recycled mannequins from our e-commerce and brick-and-mortar store.

Our customers are retailers, museums, Etsy sellers, trade-show vendors, photographers, fashion designers, crafters, Burning Man attendees, Shibari aficionados, Halloween set designers and more.

We've adapted mannequin-related crafts to expand our brand. Our online classes for Dress Form Christmas Trees attract customers worldwide and we offer Floral Crown Headdress classes (with free mannequin heads) in our warehouse.

FAST FACTS

Year Founded: 2001 (as side hustle in Judi's backyard)

Headquarters: Oakland, CA aka Oaktown

Employees: 4 employees, 4 contractors and hundreds of dummies

of Mannequins Recycled Annually: 900,000

Partial Client List: Nike, The Gap, Ralph Lauren, H&M, Prada, Macy's, Nordstrom, Giorgio Armani, Stitchfix, ThredUP

"Mannequins are made of materials that do not biodegrade so they should not be put in landfills. My business is part of the circular economy helping to reduce the environmental footprint of the retail industry."

"Since Brown and Black communities are most directly impacted by pollution from landfills, I am committed to contributing to environmental justice."

—Judi Henderson Townsend



49k



7k



3k+

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MEDIA COVERAGE VIDEOS

- [PBS News Hour](#)
- [NBC BayArea](#)
- [Curious Business by Shopify](#)
- [British Airways](#)

PODCASTS

- [Milken Center for Advancing the American Dream](#)
- [The Kim Komando Show](#)

PRINT

- [New York Times](#)
- [The Hustle](#)
- [Forbes](#)
- [Earth911](#)

JUDI'S BIO

- University of Southern California Alum
 - The Black Iris Apfel
 - Bootstrapped Entrepreneur
 - Senior Entrepreneur
 - Turned a side hustle into a \$1M business
 - Disruptor
 - Unicorn
 - Corporate refugee
 - Environmental Justice Entrepreneur
 - [Award-winning Business Owner](#)
- For Company Timeline, click [here](#).