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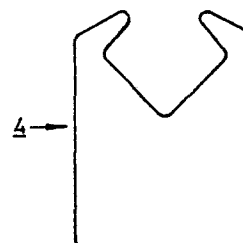
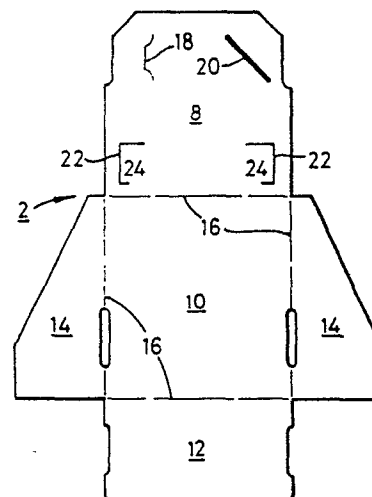
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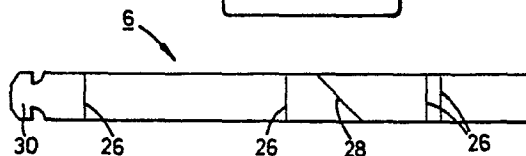
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54 **Blouse display device.**

57 A device to enable a blouse or similar article to be displayed consists of 3 separate components - one of which (4) goes within the blouse, a second (2) is folded up with the blouse, and the third (6) is a belt-like member which secures the assembly of blouse and device together.



**Fig. 1**



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## BLOUSE DISPLAY DEVICE

This invention relates to a display device for a blouse or similar article to enable the garment to be displayed effectively for merchandising.

There are many known types of frames and hangers for shirts or blouses which are intended to assist in merchandising of the garment. They vary in complexity. The present invention provides a simple and effective way of displaying a garment such as a blouse economically and unobtrusively.

According to the invention there is provided a display device for a blouse or similar garment, comprising at least two planar members of relatively stiff material:

(i) one member comprising an inner member for insertion within the body of the garment, and

(ii) the at least one other member comprising (a) a second member having upper, central, and lower areas, and a pair of wing areas on opposed sides of the central area, the central area being separated from the other areas by four fold lines generally disposed in the form of a rectangle, and (b) one or more generally elongate band members extending from, or for extension from, the said upper area of the second member and for encircling the garment when assembled.

Preferably the display device is in three component parts, with one elongate band member as a separate component from the second member.

Preferred features of the invention will now be described with reference to the accompanying drawings, given by way of example, in which:-

Figure 1 shows the three component parts of a preferred display device according to the invention, and

Figures 2a to 2k illustrate how the three components are assembled with a blouse to provide a display for merchandising.

Referring to Figure 1, the device consists of a member 2, an inner member 4, and a band member 6, each formed of stiff board material (e.g. coated cardboard).

The member 2 has upper, central, and lower areas 8, 10, 12, respectively, and wing areas 14, each separated by fold lines 16. Upper area 8 is provided with four slits: slit 18 with arcuate and straight portions, slit 20 at 45° to the top/bottom axis of member 2, and two slits 22 forming a pair of flaps 24.

Band member 6 is provided with transverse fold lines 26, a 45° fold line 28, and a tab end 30.

Referring to Figures 2a to 2k, the device is assembled with a blouse as follows.

The blouse is laid face down and the inner member 4 inserted into the body of the blouse with the cut-away area of member 4 adjacent the neck

area of the blouse (Figure 2a).

The member 2 is laid on the back of the blouse, with the fold line 16 between central area 10 and lower area 12 aligned with the bottom edge of the inner member 4 (Figure 2b).

The blouse sleeves are folded back over each adjacent wing area 14 (Figure 2c).

The wing areas 14 and folded sleeves are folded inwards over the central and lower areas 10, 12, and the lower, depending portion of the body of the blouse folded up over the lower area 12 (Figures 2d, e).

The lower area 12 and overlaying portion of the blouse are folded upwards about the fold line between the central and lower areas 10, 12 (Figure 2f); the upper area 8 is folded back down onto the blouse (Figure 2g). If the blouse is of "light soapy" material without substantial shoulder padding, the flaps 24 are then pushed down to provide support for the blouse shoulders.

The tab end 30 of the band member 6 is inserted into slit 18 of the upper area 8 (Figure 2h), and the band member 6 is folded fully around the blouse and returned through the 45° slit 20. With the 45° fold line 28 coinciding with slit 20, the band member 6 is folded downwards (Figure 2i).

The band member 6 is folded through 180° about its two remaining transverse fold lines 26 to return up the front of the blouse (Figure 2j).

Finally, the end of the band member 6 is tucked underneath itself and secured adhesively thereto (Figure 2k).

The assembled blouse and device forming a display for merchandising are shown in Figure 2k. The inner member 4 gives support to the blouse yet is unseen by the prospective purchaser. Face-up, all that is seen is the band member 6 generally in the form of a T, which can be usefully employed by printing thereon any merchandising information such as trade marks, size, price etc.

The display device has been described with 3 separate component parts. This is not essential, and the band member 6 could be part of the member 2, extending from the upper area 8. For example, the part of the band member extending horizontally across the chest of the blouse could be formed as a sideways extension of upper area 8, with the part of the band extending vertically formed as an extension from the uppermost edge of area 8 (when viewed as in Figure 1). This arrangement is however likely to result in more waste when the components are cut from blank stock.

## Claims

1. A display device for a blouse or similar garment comprising at least two planar members of relatively stiff material: 5
- (i) one member comprising an inner member for insertion within the body of the garment, and
- (ii) the at least one other member comprising
- (a) a second member having upper, central, and lower areas, and a pair of wing areas on opposed sides of the central area, the central area being separated from the other areas by four fold lines generally disposed in the form of a rectangle, and 10
- (b) one or more generally elongate band members extending from, or for extension from, the said upper area of the second member and for encircling the garment when assembled. 15
2. A display device according to claim 1 wherein one generally elongate band member is provided, separate from the second member. 20
3. A display device according to claim 2 wherein the second member is provided with slits to accommodate the band member when assembled.
4. A display device according to any of claims 1 to 3, when assembled with a garment. 25
5. An assembly as claimed in claim 4 arranged such that when the garment is viewed face-upwards, substantially only the one or more band members are visible. 30
6. An assembly according to claim 5 wherein the one or more band members visibly conform in shape generally to a T.
7. A display device for a blouse or similar garment substantially as herein described with reference to Figure 1 of the accompanying drawings. 35
8. A display device and garment when assembled substantially as herein described with reference to Figures 2a to 2k of the accompanying drawings. 40

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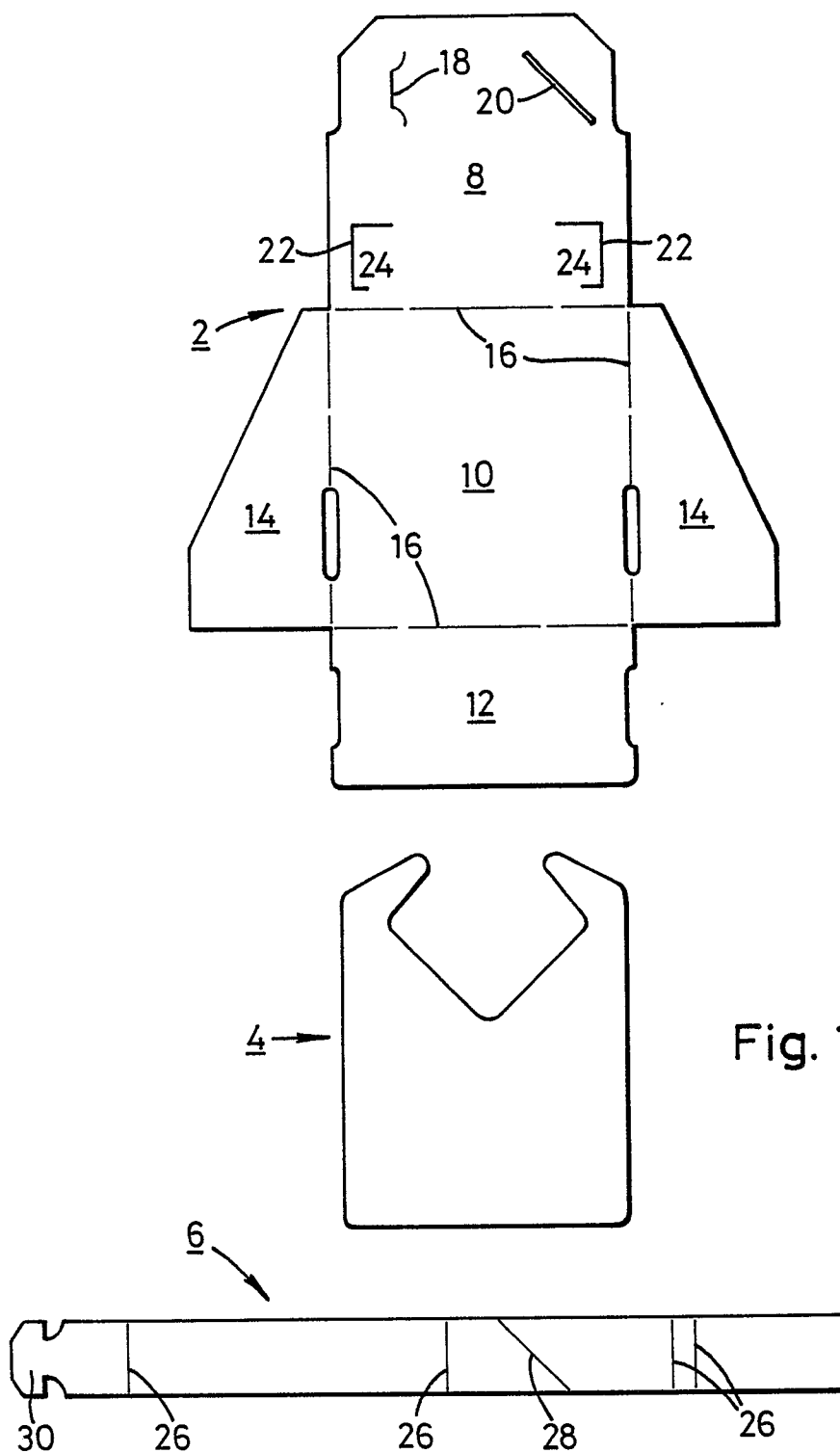


Fig. 1

Fig. 2a

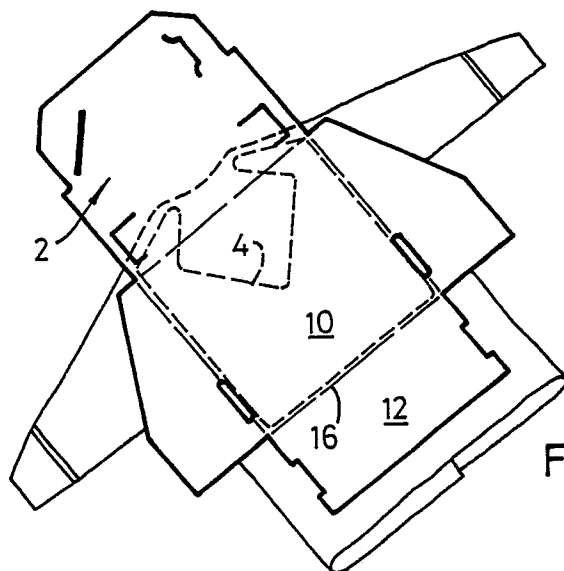
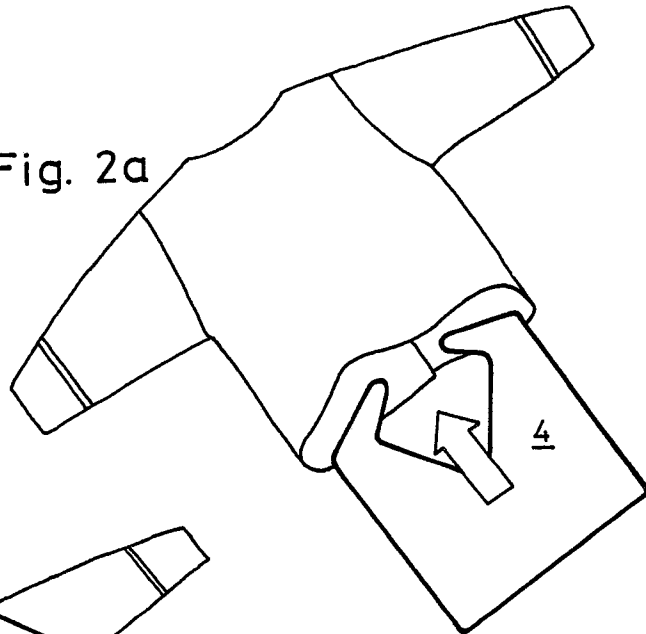


Fig. 2b

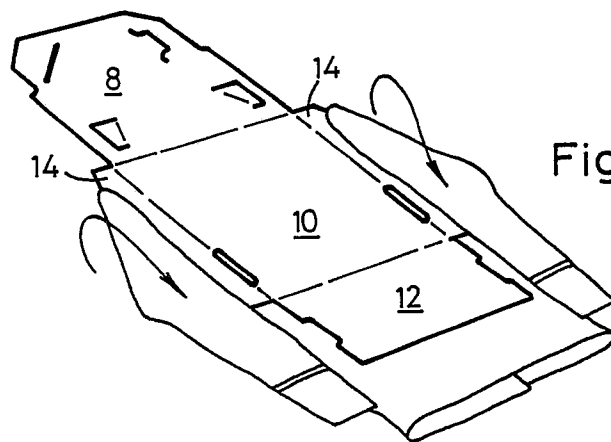


Fig. 2c

Fig. 2d

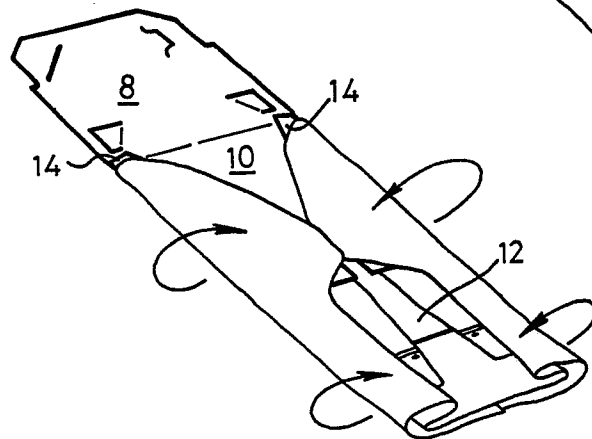


Fig. 2e

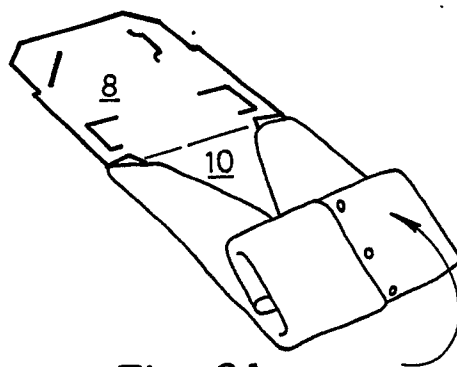
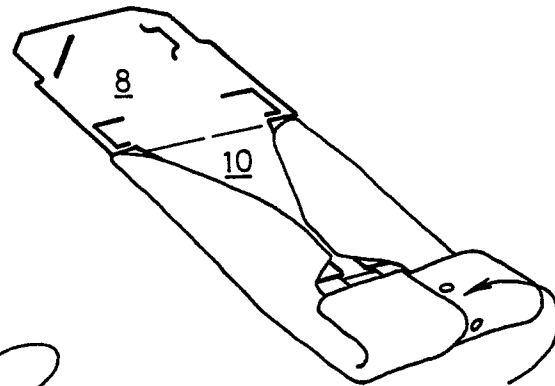


Fig. 2f

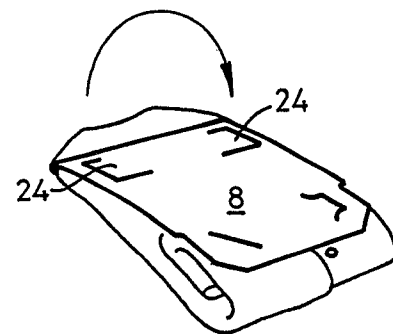


Fig. 2g.

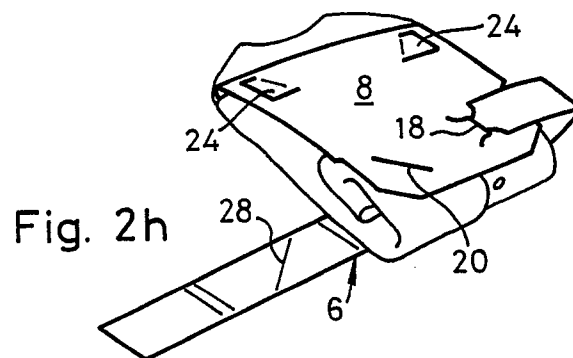


Fig. 2h

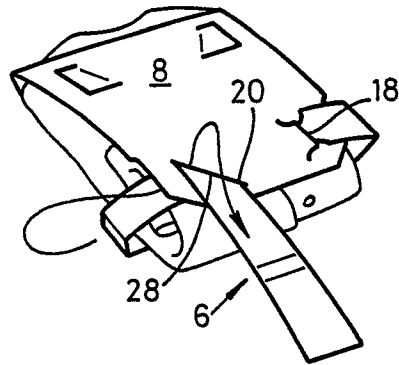


Fig. 2i

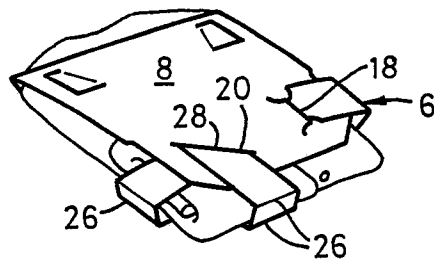


Fig. 2j

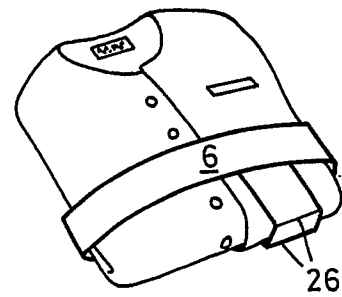


Fig. 2k



| DOCUMENTS CONSIDERED TO BE RELEVANT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                               |                                                       |                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------|
| Category                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Citation of document with indication, where appropriate, of relevant passages                 | Relevant to claim                                     | CLASSIFICATION OF THE APPLICATION (Int. Cl.5)              |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | DE-A-2 555 931 (LEGEKARTON)<br>* Page 11, lines 17-22; figure 1 *<br>---                      | 1                                                     | B 65 D 85/18                                               |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | US-A-1 826 206 (P. FARRELLY)<br>* Page 1, lines 28-35; page 1, lines 50-56; figure 1 *<br>--- | 1                                                     |                                                            |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | US-A-1 832 339 (R.T. WILKE)<br>* Figure 1 *<br>-----                                          | 1                                                     |                                                            |
| The present search report has been drawn up for all claims                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                               |                                                       | <b>TECHNICAL FIELDS SEARCHED (Int. Cl.5)</b><br><br>B 65 D |
| Place of search<br><b>THE HAGUE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                               | Date of completion of the search<br><b>09-02-1990</b> | Examiner<br><b>ZANGHI A.</b>                               |
| <b>CATEGORY OF CITED DOCUMENTS</b><br>X : particularly relevant if taken alone<br>Y : particularly relevant if combined with another document of the same category<br>A : technological background<br>O : non-written disclosure<br>P : intermediate document<br>T : theory or principle underlying the invention<br>E : earlier patent document, but published on, or after the filing date<br>D : document cited in the application<br>L : document cited for other reasons<br>.....<br>& : member of the same patent family, corresponding document |                                                                                               |                                                       |                                                            |