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(54) **GARMENT DISPLAY SYSTEM**

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(57) **ABSTRACT**

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A garment display system having a garment-receiving section and a garment-identification section. The garment-identification section associated with the garment-receiving section to properly identify the garments in the garment-receiving section. The garment-identification section is disposed on the garment display system in visual association next to the garment-receiving section. The garment-identification section may also be used to cover a portion of garments in the garment-receiving section. A plurality of garment-receiving sections is assembled together to form a garment display module. Garment-receiving sections in a module are separated by separators. Each garment-receiving section in a module is in visual association with its related garment-identification section. A plurality of modules can be superposed to create a garment display system efficiently using the floor space in a store.

(21) Appl. No.: **11/394,104**

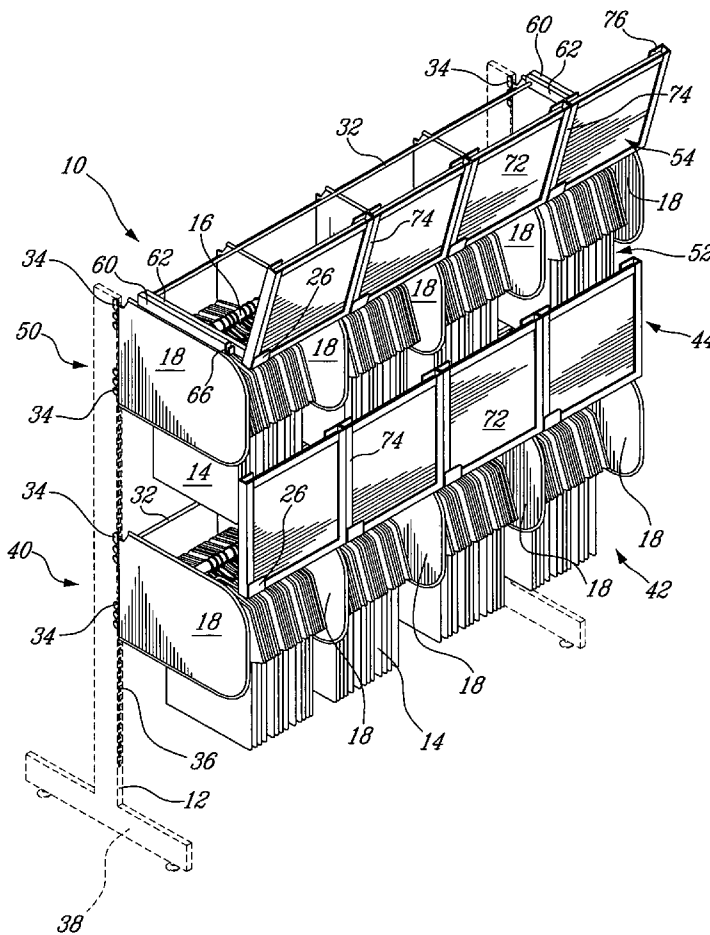
(22) Filed: **Mar. 31, 2006**

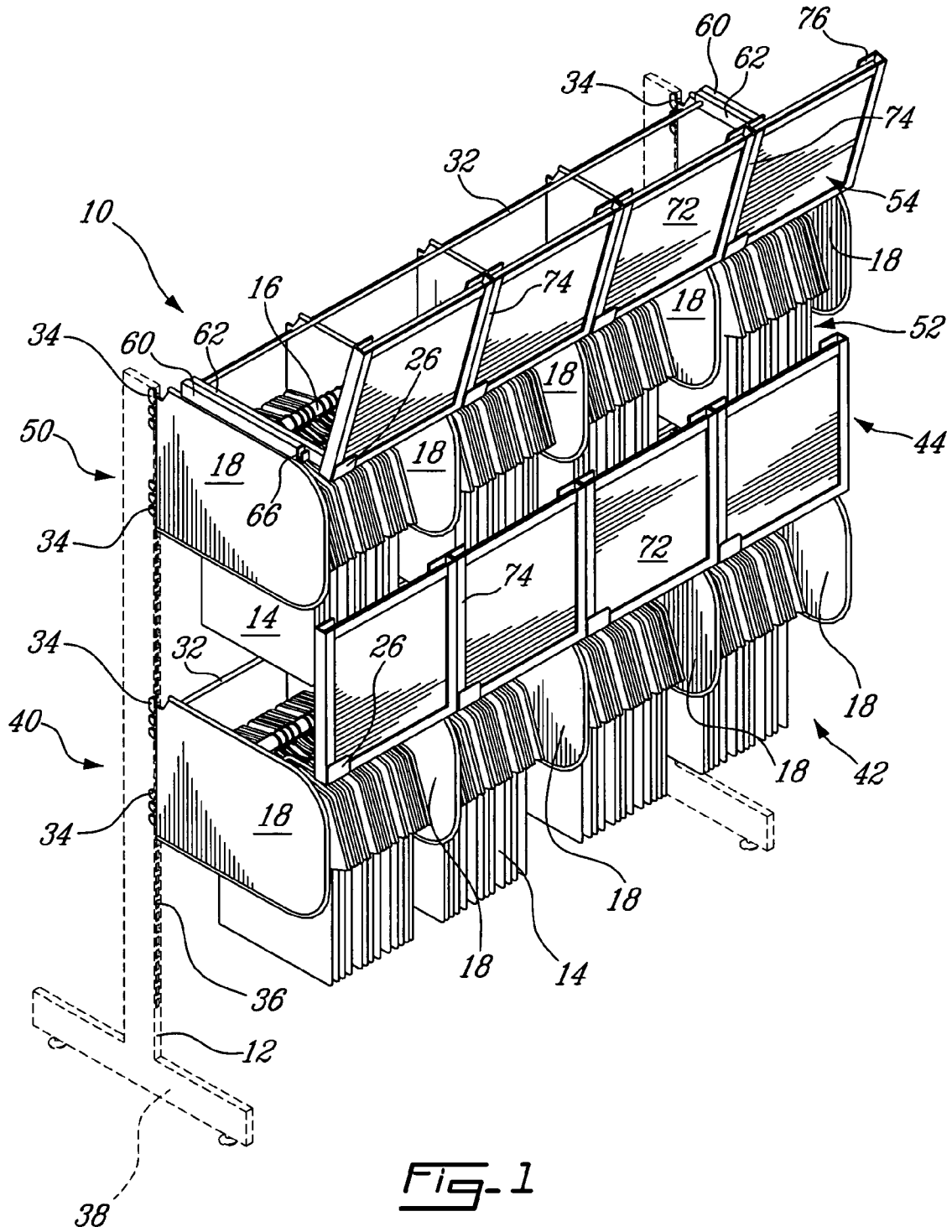
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(60) Provisional application No. 60/764,777, filed on Feb. 3, 2006.

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A47F 7/00 (2006.01)





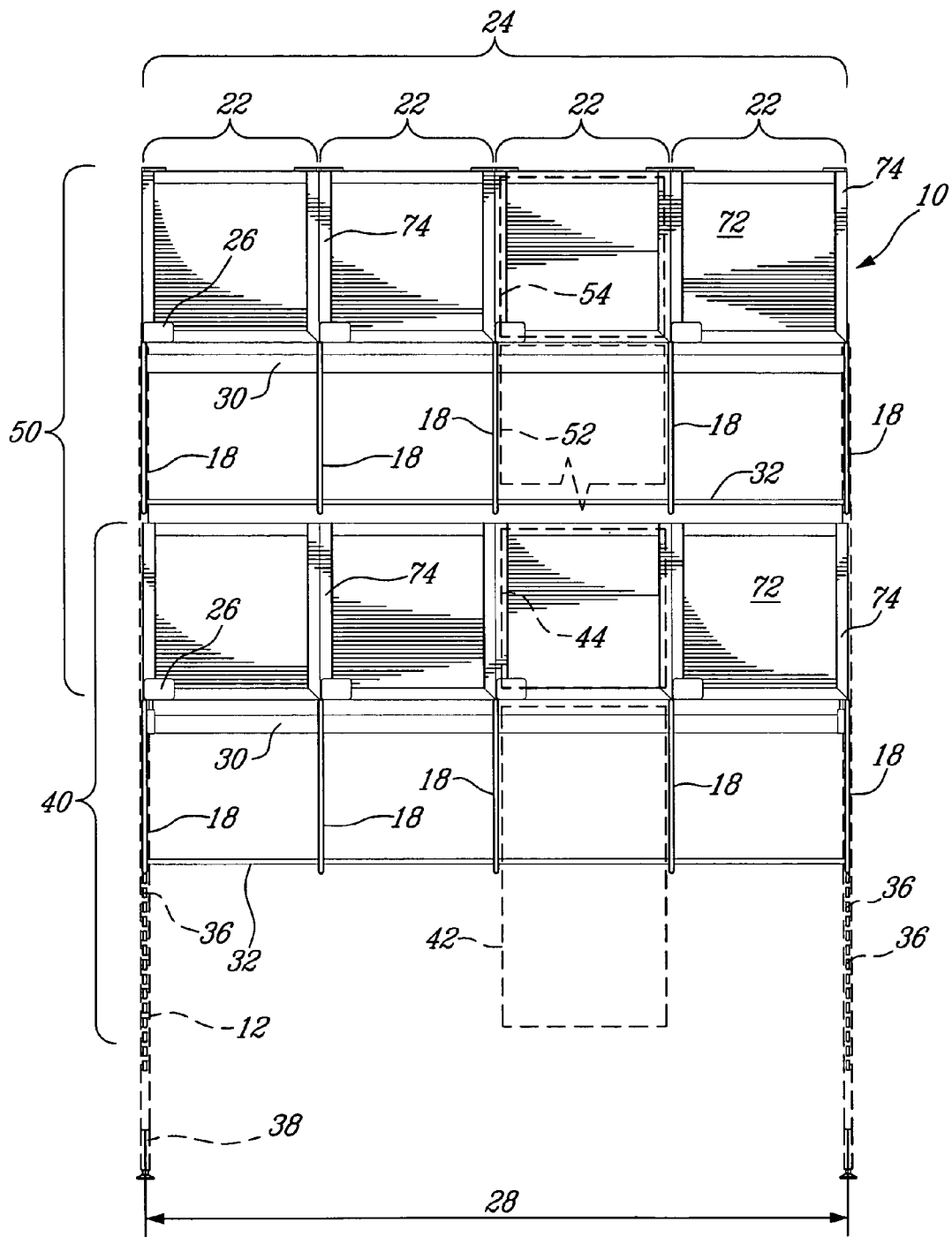


FIG-2

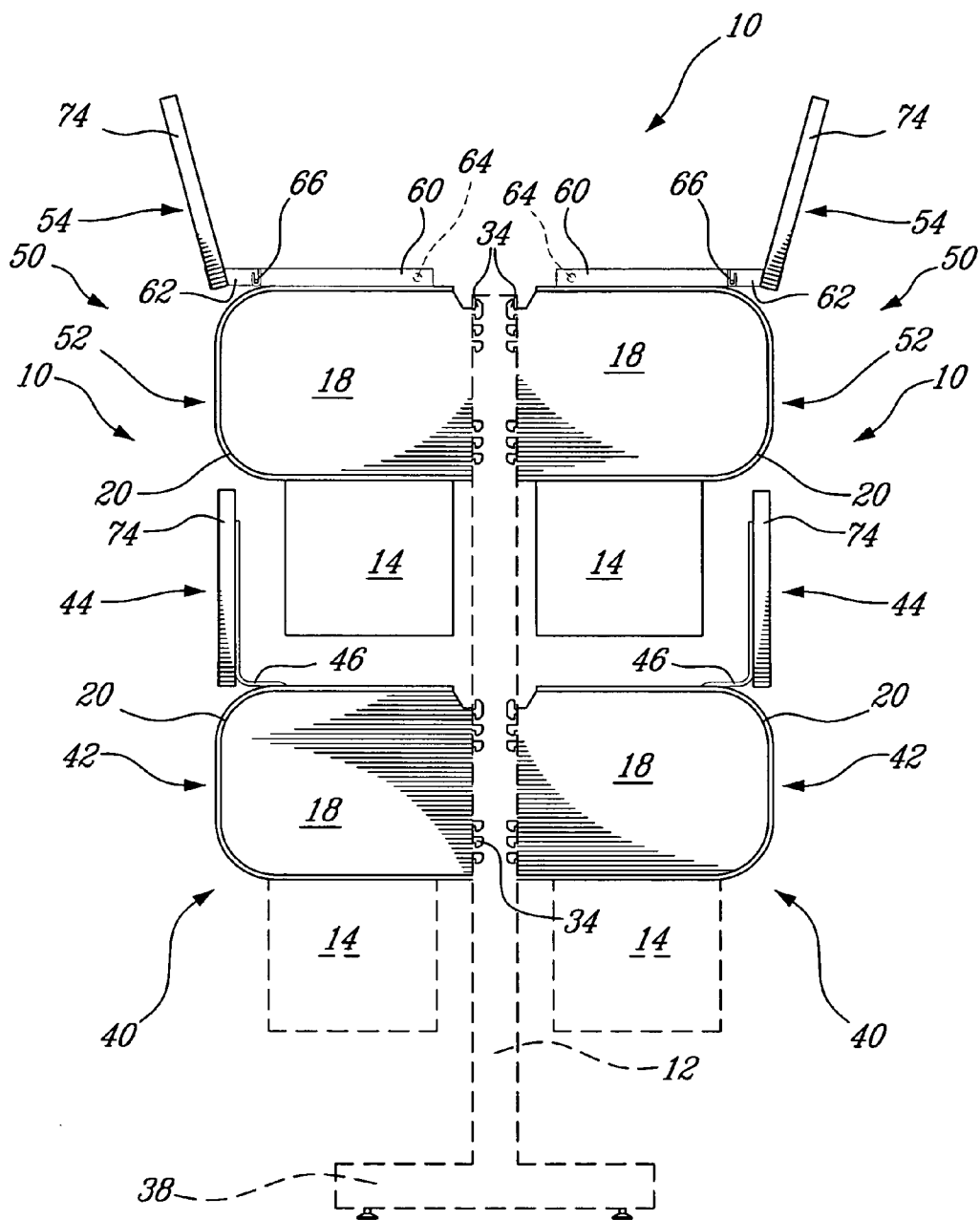


Fig-3

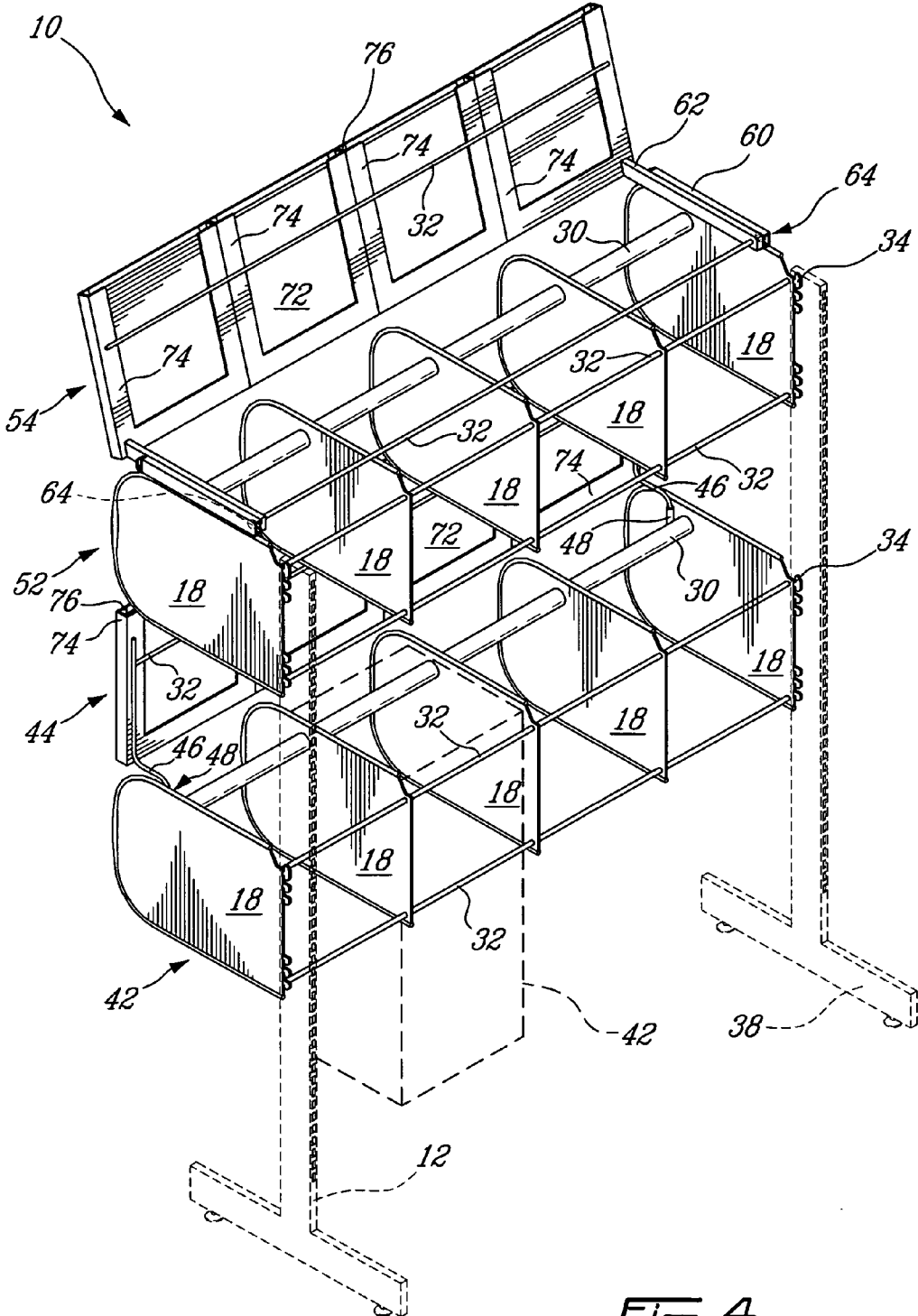


Fig-4

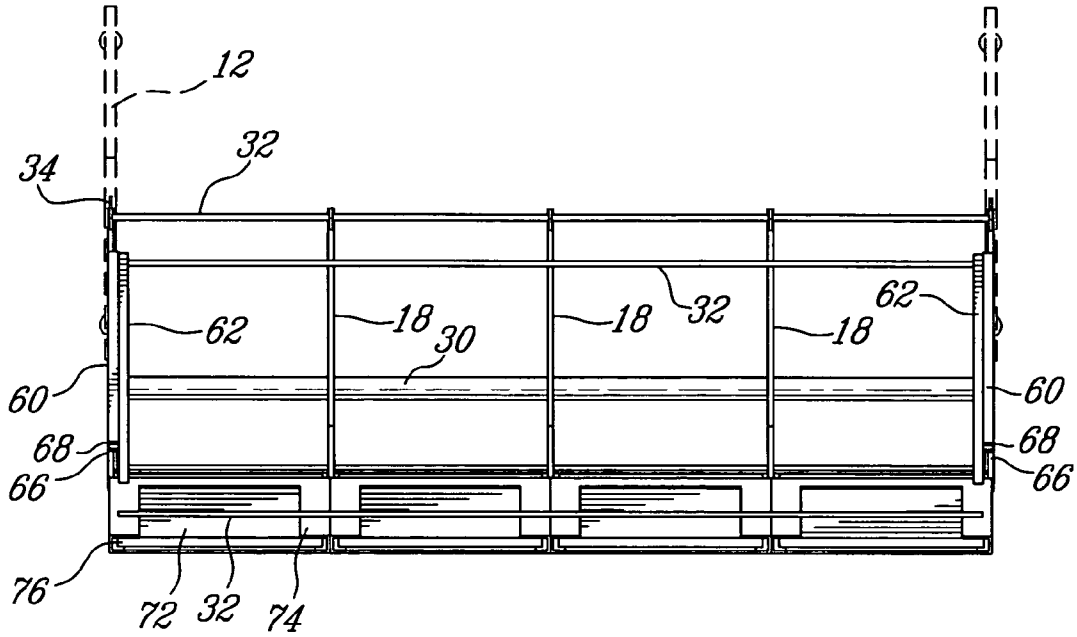


Fig-5

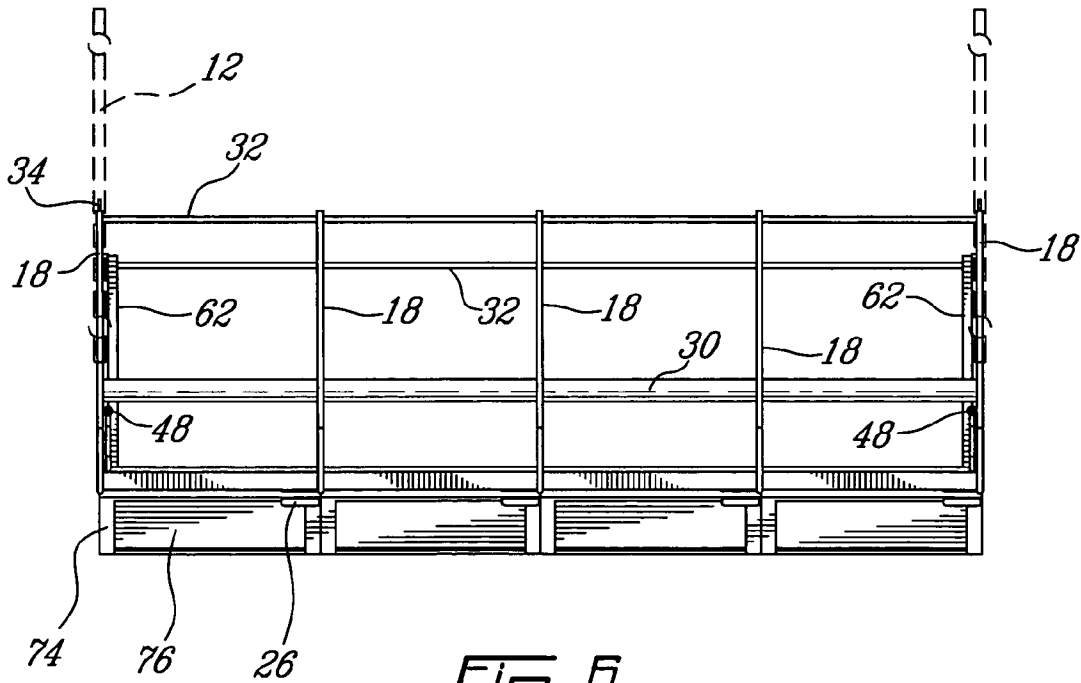


Fig-6

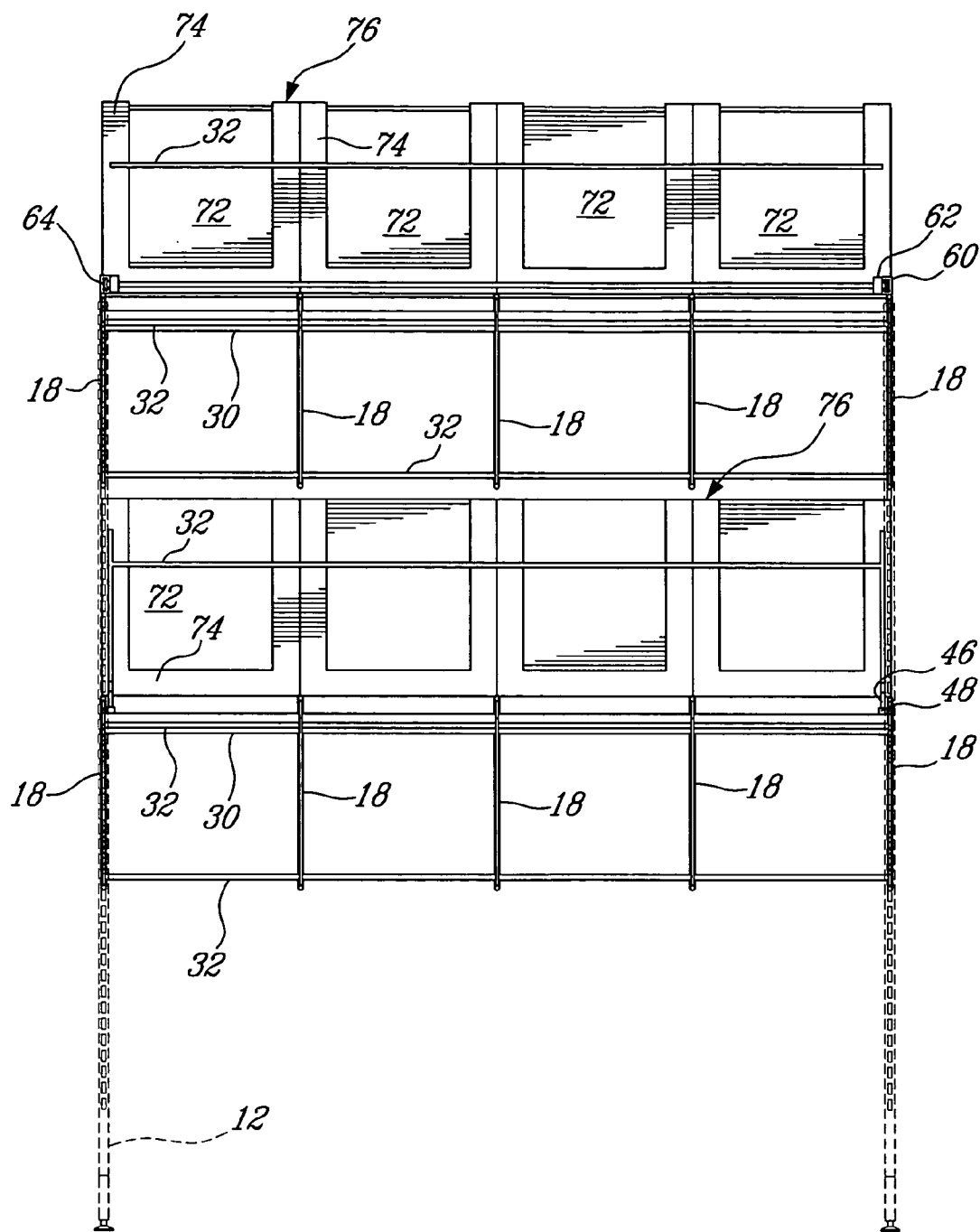


Fig-7

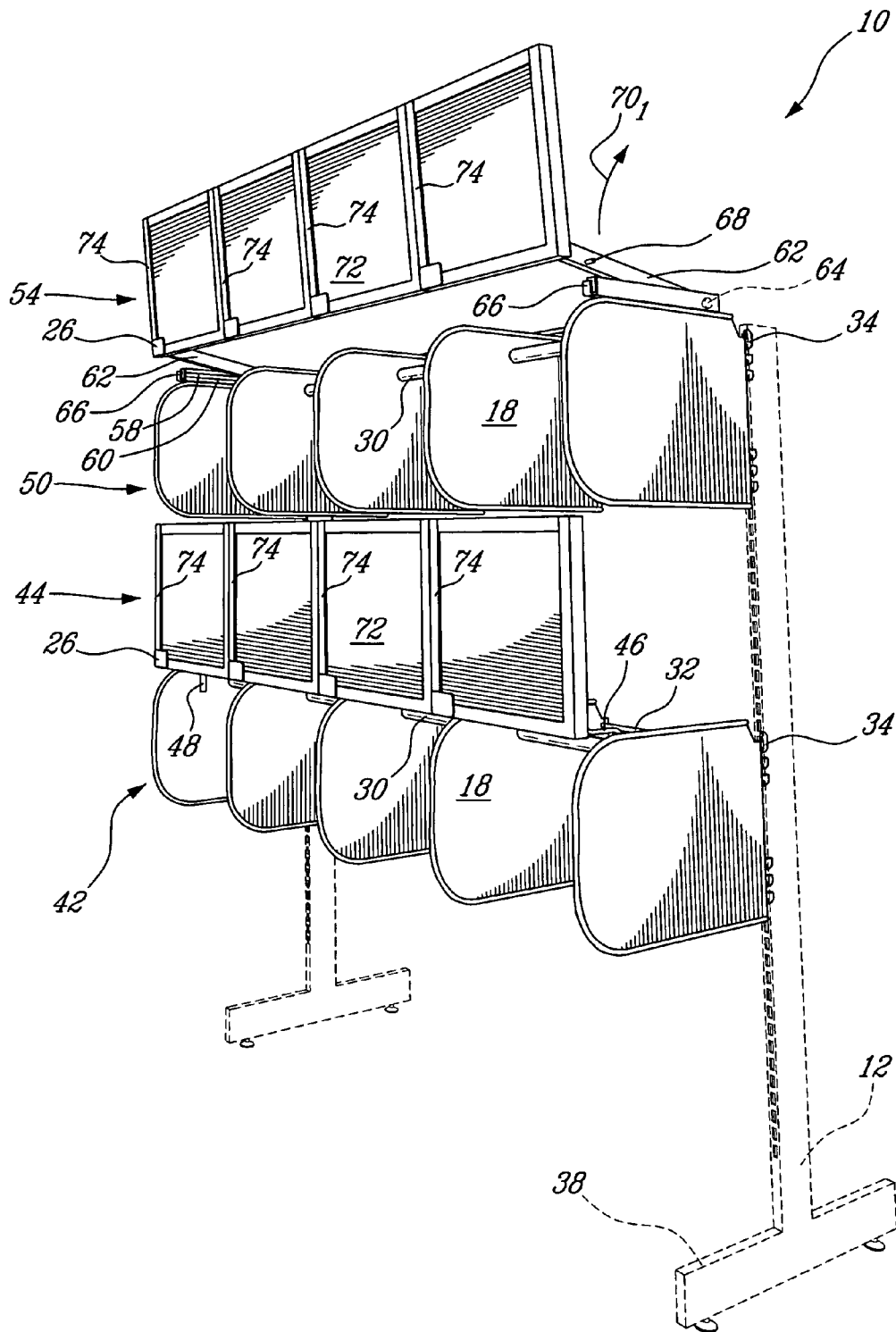


Fig. 8

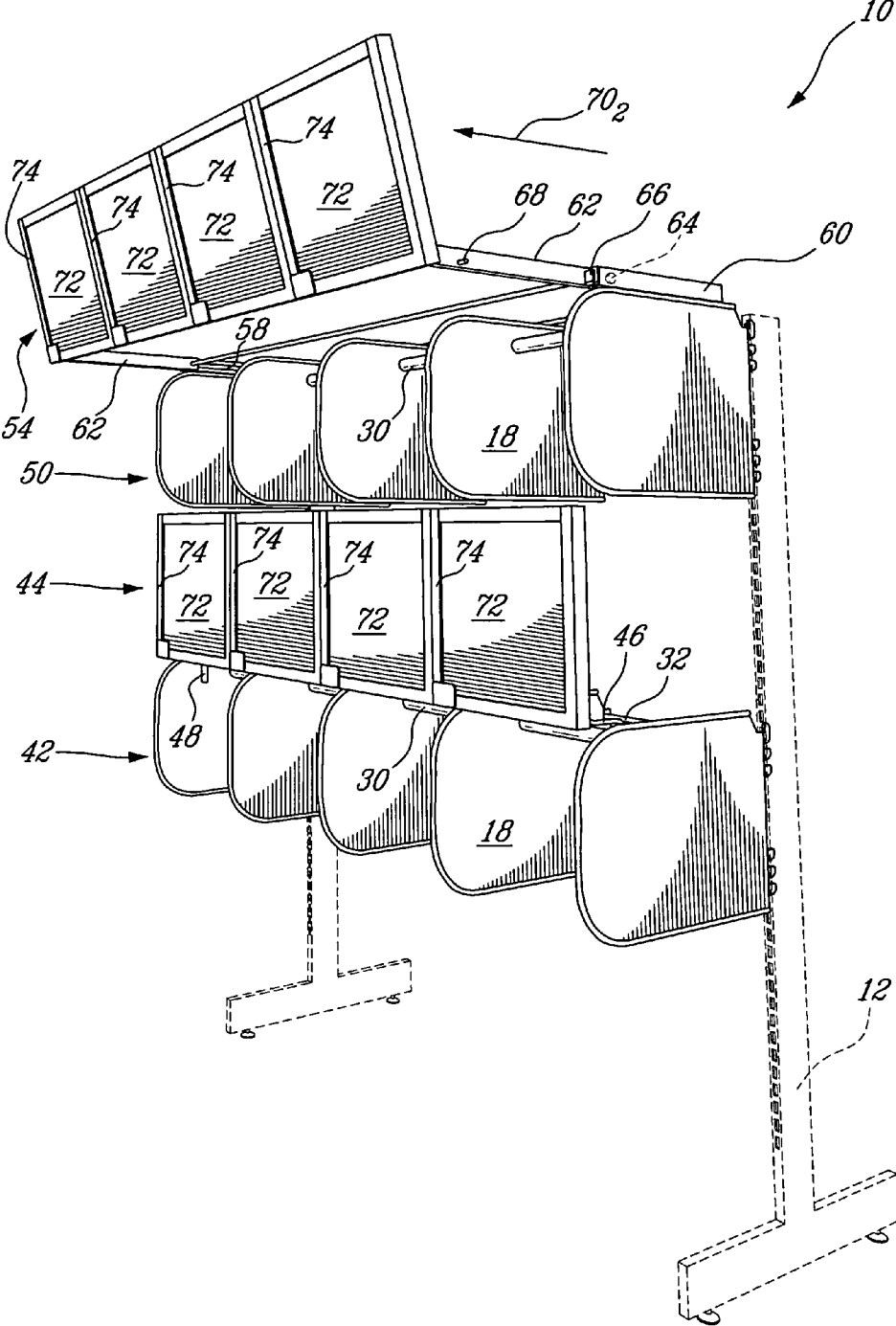


Fig-9

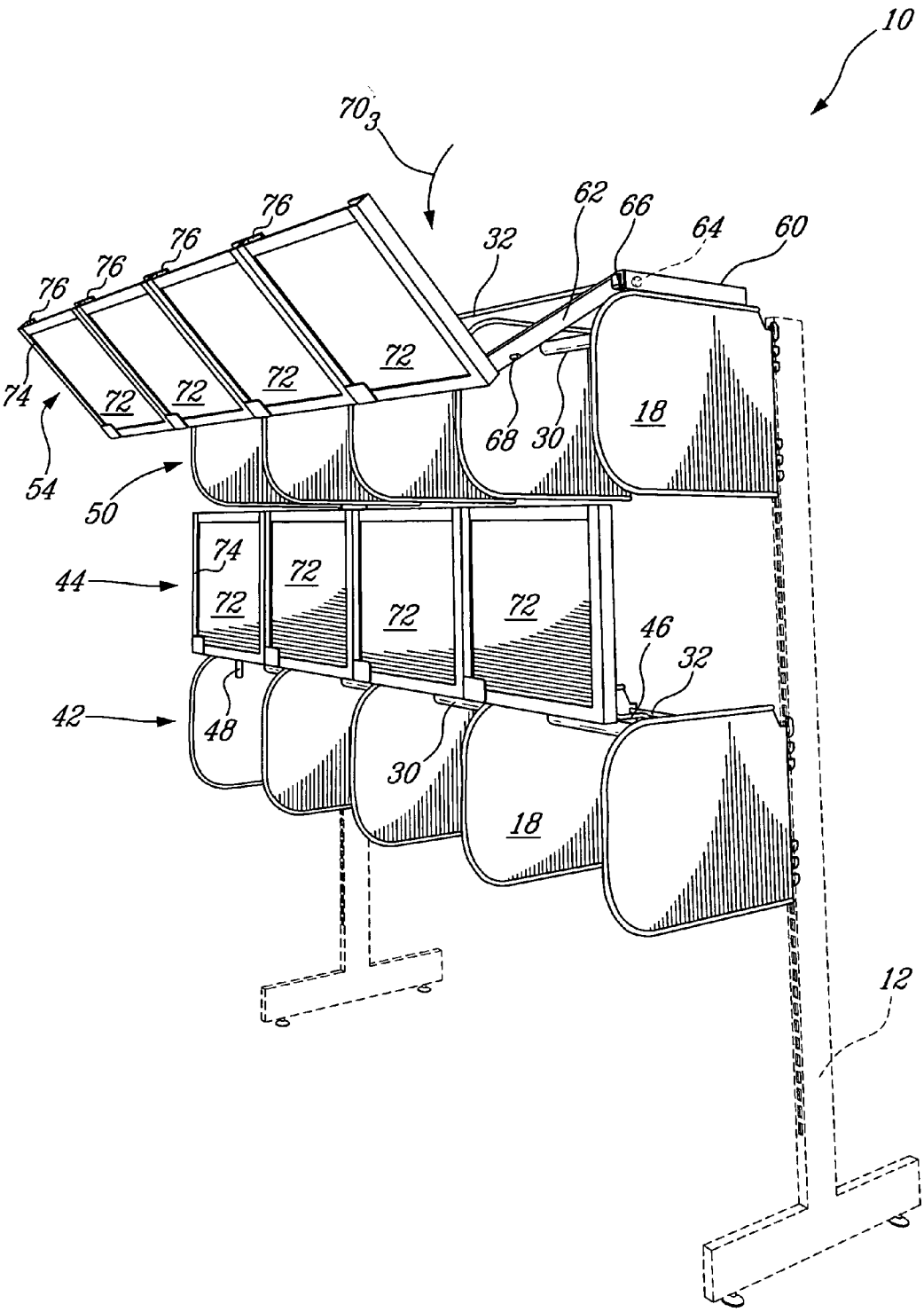


FIG-10

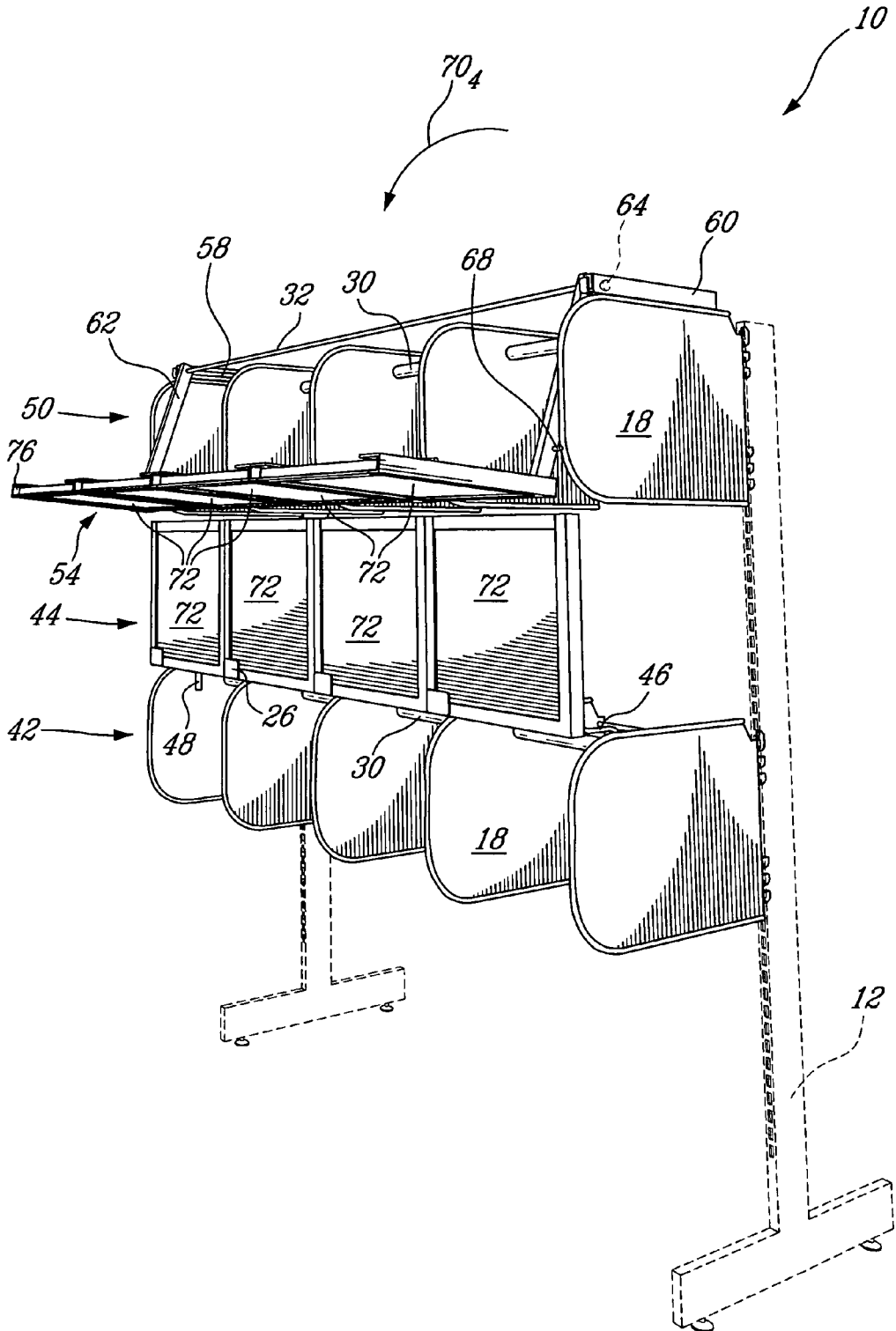


Fig-11

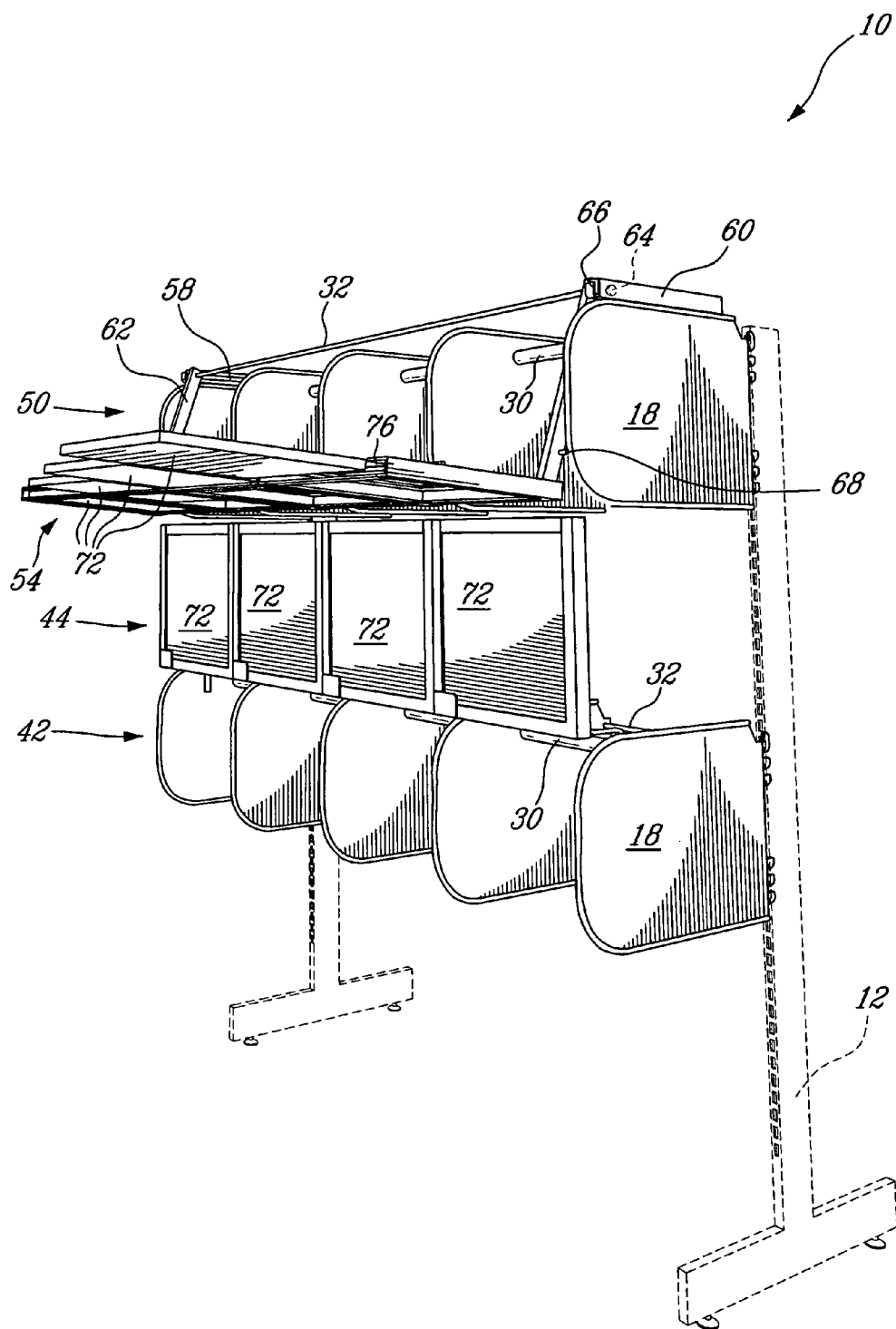


Fig-12

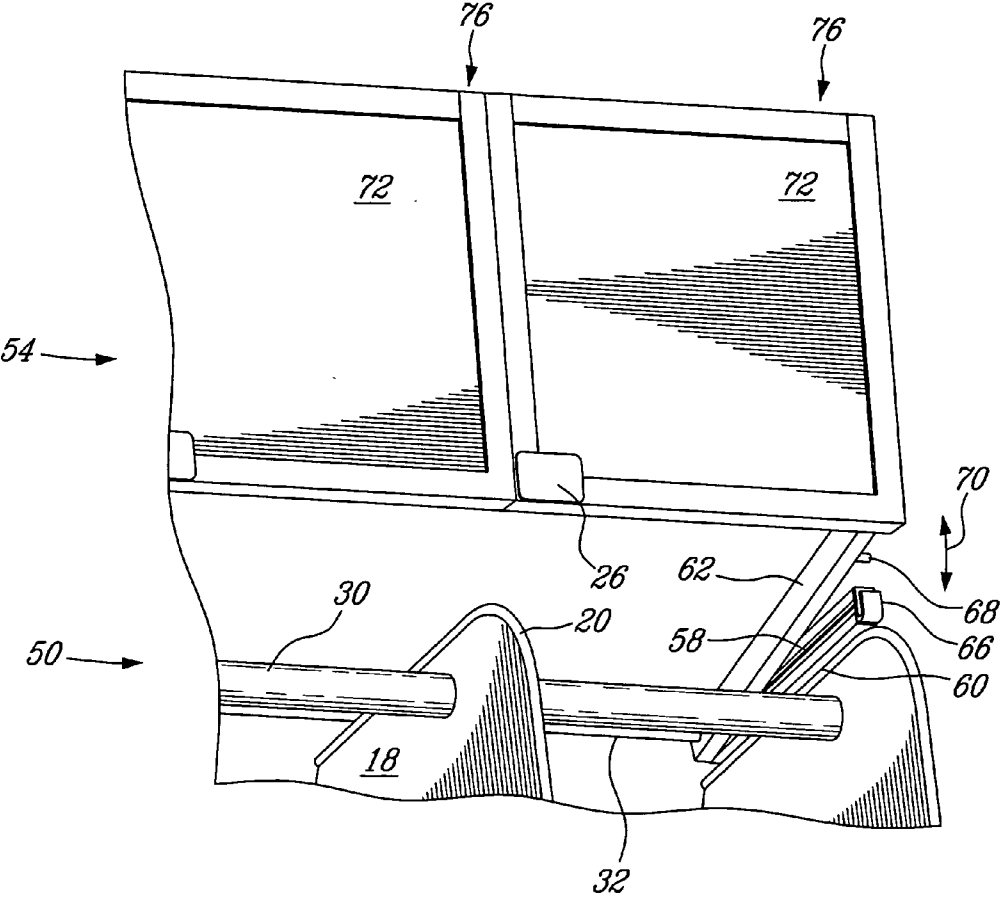


Fig-13

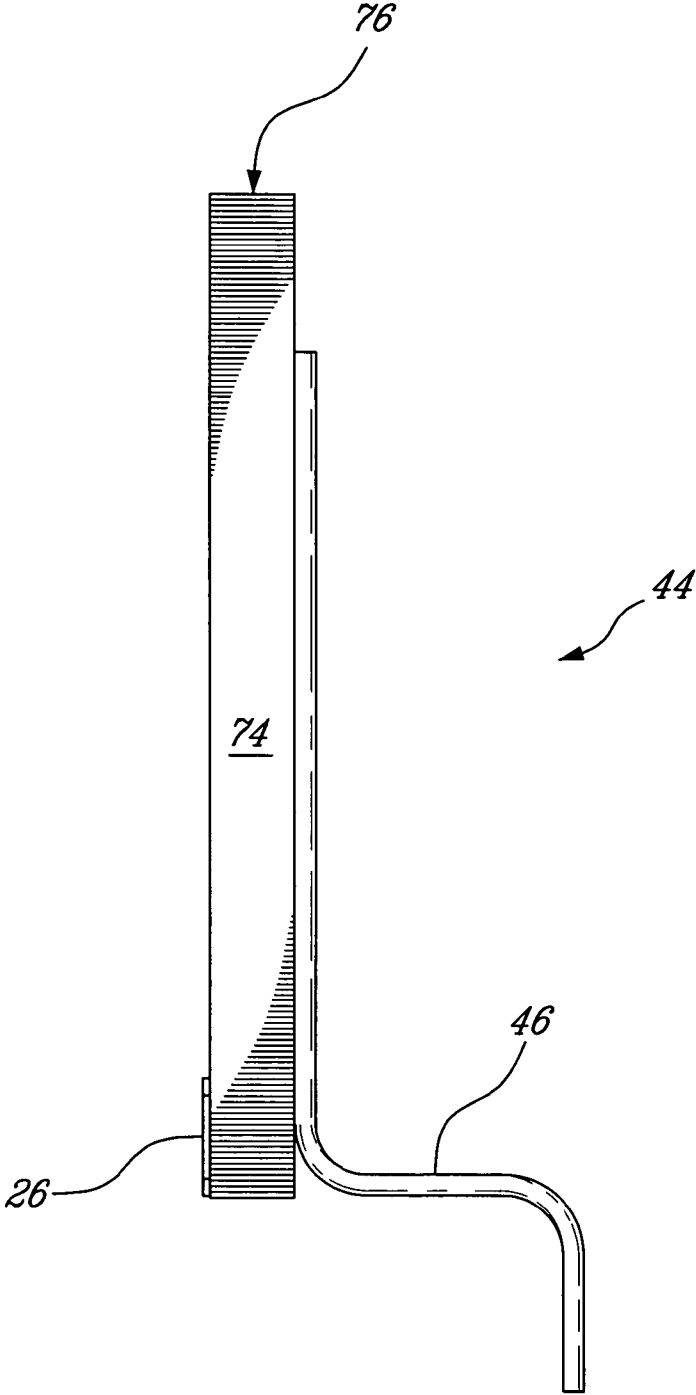


Fig-14

GARMENT DISPLAY SYSTEM
CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This United-States nonprovisional application relates to and claims priority to U.S. provisional patent application Ser. No. 60/764,777 filed Feb. 3, 2006, titled GARMENT DISPLAY SYSTEM, included herein by reference in its entirety.

FIELD OF THE INVENTION

[0002] In retail stores, there are a variety of types of garments for sale, including pants, shirts, underwear, etc. Furthermore, each such type of garment comes in a larger number of models, sizes, colors, etc. To assist shoppers at these retail stores in identifying various characteristics of the garments of interest to the shopper, the garments are displayed in a variety of ways.

[0003] Garments suspended on hangers and installed side by side on a rack or a display are mostly only visible by their side portion. A shopper must make space between the garments to appreciate the details or find the appropriate size. Under these circumstances it is difficult to maintain a clean and ordered rack presenting the garments.

[0004] Tags can be applied to hangers so as to identify the sizes of garments, e.g. shirts or pants, which are suspended from these hangers. Such tags can be color-coded to provide such information about the garments. Larger tags can also be installed on the pole supporting the hangers to separate different sizes of the same garment. These tags can display limited information to the shopper and most of the time do not prevent the potential buyer from displacing the garments to seek additional information.

[0005] Standard racks or displays presenting garments are designed to accommodate standard size garments. Standard racks are not particularly space efficient for storing and presenting specific size garments. The loss in storage space translates into a poor use of the space available in the line of sight of shoppers.

[0006] Standard racks offer very few different ways to show the garments. The possibilities available are often not optimal for a specific type of garments and may not show the product in its most attractive layout.

SUMMARY OF THE INVENTION

[0007] In order to address the above and other drawbacks, a display system organizing garments in such a way that a shopper can appreciate specific details of garments without having to manipulate the garments is provided.

[0008] One object of the present invention provides a storage module for storing a plurality of garments and adapted for mounting on a support frame, each of the garments suspended from a hanger, the module comprising a plurality of garment receiving sections, each of the sections separated from an adjacent section by a separator; an elongated hanger support disposed horizontally and spanning each of the sections; and a plurality of displays, each of the displays associated with a corresponding one of the sections.

[0009] Another object of the present invention provides a system for displaying a plurality of garments, each of the garments suspended by a hanger, the system comprising a support frame; a garment display secured to the frame; wherein the display comprises a plurality of garment receiving sections, each of the sections separated from an adjacent section by a separator; an elongated hanger support disposed horizontally and spanning each of the sections; and a plurality of displays, one of each of the displays associated with a corresponding one of the sections.

[0010] One other object of the present invention provides a garment display system for organizing garments having distinctive features not visible from the line of sight of a shopper when garments are supported by the garment display system and presenting the distinctive feature of the garments such that the shopper would know the location of each garment in the garment display system without manipulating the garments, the garment display system comprising: a frame; a first garment display module secured to the frame; and a second garment display module secured to the frame and disposed under the first garment display module; wherein each garment display module comprises a plurality of garment receiving sections, each of the garment receiving sections separated from an adjacent garment receiving sections by a separator; an elongated hanger support disposed horizontally and spanning each garment receiving section; and a means for identifying a distinctive feature of the garments contained in each of the garment receiving sections.

[0011] Another object of the present invention provides a method for presenting a plurality of garments having distinctive features in a garment display system, the method comprising the steps of: installing a first visual representation of a first distinctive feature of a first garment in a first garment identification section of the display system; suspending a first garment on a hanger in a first garment receiving section of the garment display system, the first garment being in a position which precludes the first distinctive feature of the first garment from directly being in the line of sight of a buyer; installing a second visual representation of a second distinctive feature of a second garment in a second garment identification section of the display system; and suspending a second garment on a hanger in a second garment receiving section of the garment display system, the second garment being in a position precluding the second distinctive feature of the second garment to directly be in the line of sight of a buyer.

BRIEF DESCRIPTION OF THE DRAWINGS

[0012] Further features and advantages of the present invention will become apparent from the following detailed description, taken in combination with the appended drawings, in which:

[0013] FIG. 1 is a perspective view of a garment display system supported by a support in accordance with an illustrative embodiment of the present invention wherein garments are suspended on hangers in garment receiving sections for illustration purposes;

[0014] FIG. 2 is a front elevational view of the garment display system of FIG. 1 without suspended garments;

[0015] FIG. 3 is a right elevational view of the garment display system of FIG. 1 with a similar garment display system disposed on the opposite side of the support;

[0016] FIG. 4 is a perspective view of the rear portion of the garment display system of FIG. 1;

[0017] FIG. 5 is a bottom plan view of the garment display system of FIG. 1;

[0018] FIG. 6 is a top plan view of the garment display system of FIG. 1;

[0019] FIG. 7 is a rear elevational view of the garment display system of FIG. 1;

[0020] FIG. 8 is a perspective view of the garment display system of FIG. 1, wherein the upper garment identification section is slightly moved vertically;

[0021] FIG. 9 is a perspective view of the garment display system of FIG. 1, wherein the upper garment identification section is moved forward;

[0022] FIG. 10 is a perspective view of the garment display system of FIG. 1, wherein the upper garment identification section is pivoted downward;

[0023] FIG. 11 is a perspective view of the garment display system of FIG. 1, wherein the upper garment identification section is further pivoted downward;

[0024] FIG. 12 is a perspective view of the garment display system of FIG. 1, wherein the garment identification sections are progressively removed from the upper garment identification section;

[0025] FIG. 13 illustrates a magnified perspective view of the higher garment identification section of the garment display system of FIG. 1; and

[0026] FIG. 14 is a left elevational view of the lower garment identification section removed from the garment receiving section to which it is associated.

[0027] It will be noted that throughout the appended drawings, like features are identified by like reference numerals.

DESCRIPTION OF ILLUSTRATIVE EMBODIMENTS

[0028] Referring to FIG. 1, in accordance with an illustrative embodiment of the present invention, a garment display system 10 is shown. The garment display system comprises a lower garment receiving module 40 and an upper garment receiving module 50. Each garment receiving module 40, 50 includes a plurality of garment identification sections 44, each garment identification section 44 associated with a garment receiving section 42, 52. Garments, illustratively T-shirts 14, are illustratively suspended on hangers within the garment display system in a compact arrangement.

[0029] The garment display system 10 includes a support 12 providing interconnection between the garment receiving modules 40, 50. Two receiving modules connected to support 12 are depicted on FIG. 1. The support 12 maintains a lower garment receiving module 40 and an upper garment receiving module 50 at a desired height. The garment receiving modules 40, 50 may be permanently connected or removably fastened to the support 12 to allow various display configurations.

[0030] The support 12 includes two main vertical members manufactured from a rigid material such as metal within which a plurality of openings 36 are machined or otherwise formed. These openings 36 are sized and designed to cooperate with hooks 34 disposed on the rear portion of each module 40, 50. Each hook 34 enters in a respective opening 36 on the support 12. The distribution of openings 36 on the sides of the vertical members of the support 12 allows various vertical positioning of the garment receiving modules 40, 50.

[0031] Referring to FIGS. 1 and 2, the support 12 disclosed in the illustrative embodiment is a standard metallic support having two vertical members spaced apart 28 by about 1219 mm (48 inches). The width 24 of support 12 is substantially comparable to the width 24 of garment receiving modules 40, 50. The legs 38 on the bottom portion of the support 12 are long enough to provide sufficient stability when the garment display system is fully loaded. Other types of supports 12 are available in the art of designing and manufacturing garment display systems and could perform the same function without departing from the scope of the present invention.

[0032] Still referring to FIG. 1 and FIG. 2, the lower module 40 includes a plurality of garment receiving sections 42 and an equivalent number of garment identification sections 44. The structure defining the plurality of garment receiving sections 42 creating the lower module 40 is held together by frame members 32. Similarly, the structure defining the plurality of garment identification sections 44 is held together by frame members 32. In the illustrative embodiment, four garment receiving sections 42 and four garment identification sections 44 are equally disposed 22 on the overall width 28 of lower module 40. Each garment receiving section 42 has an associated garment identification section 44.

[0033] Each garment identification section 44 generally comprises a two-dimensional graphic representation related to the garment 14 located in the garment receiving section 42 located adjacent thereto and associated therewith as set forth hereinafter. In the illustrative embodiment the garment identification section 44 can accommodate one graphic representation of a garment in various configurations. A flat garment identifier insert 72 is installed in a frame 74 via a frame opening 76. A curved, convex or concave (not shown) garment identification section 44 could also be used for representing a specific aspect of a garment contained in an associated garment receiving section 42. More than one garment identification insert 72 can be installed in a single garment identification section 44 thus identifying more than a single type of garment located in a single garment receiving section 44 without departing from the scope of the present invention. For instance, two flat identification inserts 72 can be installed in a forwardly extending "V" supported by a metallic frame having also a forwardly extending "V" shape (not shown) performing substantially the same functions as frame 74.

[0034] The spatial relationship between the garment identification section 44 and the garment receiving section 42 informs a shopper which garment identification section 44 relates to a corresponding garment receiving section 42. In the present embodiment the garment identification section 44 is disposed on top of its corresponding garment receiving

section 42. Illustratively, the consistent vertical alignment between garment receiving and identifying sections 42, 44 creates a recognizable relationship between the receiving and identifying sections 42, 44. As a result, it is easier for a shopper to see the specifics of different types of clothes displayed on garment identification sections 44 and associate them with a corresponding garment receiving section 42. The shopper thus can remove the desired garment from the selected garment receiving section 42. In other words, the garments 14 bearing a same design "A" will be placed in a given garment receiving section 42 and the garment identification section 44 associated therewith will include a corresponding representation of design "A". Other positioning between a garment identification section 44 and a corresponding garment receiving section 42 is considered within the realm of the present invention.

[0035] Still referring to FIG. 1 and FIG. 2, each garment receiving section 42 is laterally defined by separators 18. The separator 18 acts as a physical barrier separating garments of different design or having different selling features. Illustratively, shirts 14 having different logos or designs on their front face are suspended on the elongated hanger support 30 grouped together and compartmentalized by separators 18. Separators 18 thus define the lateral boundaries of the garment receiving section 42.

[0036] In the illustrative embodiment the elongated hanger support 30 is perpendicularly disposed in relation to separator 18. The position of the hangers suspended on the elongated hanger support 30 in garment receiving section 42 is dictated by the position of the elongated hanger support 30 in the garment receiving section 42. Illustratively, a series of T-shirts 14 suspended on hangers supported by the elongated hanger support 30 are disposed in a parallel array between separators 18 in the garment-receiving sections 42 and are mainly only visible from the side. The design printed on the T-shirt 14 is thus hidden from the shopper's view. This becomes even more difficult if the T-shirts as in 14 are tightly disposed within the garment-receiving sections 42 to maximize floor space. Furthermore, for a shopper to be able to see each available design, he/she would have to go through the garments 14 of each garment receiving section 42. However, with the garment display system 10, the design printed on the T-shirt 14 is identified by the garment identification section 44. The shopper is thus capable of selecting the desired garment without manually forcing away every T-shirt 14 from one another so as to reveal their respective designs.

[0037] As best seen in FIG. 1 and FIG. 2, the garment identification section 44 of lower garment receiving module 40 is superimposed by the garment receiving section 52 of the upper garment receiving module 50. Illustratively, again herein T-shirts 14 have more of their lower portions hidden behind the garment-identification sections 44 of lower adjacent garment receiving module 40. This increases the number and/or size of garment display modules that can be installed on a support 12 for the same display height. This is permitted by the fact that access to the garments is no longer necessary, in view of the provision of garment identification sections 44, to a shopper desiring to view the unique feature of a garment. The shopper only needs to access the garment receiving sections 42 when he/she wishes to remove therefrom a garment that has been pre-selected using the garment identification sections 44.

[0038] Each garment identification section 44 further includes an identifier portion 26. The identifier portion 26 is sized and designed to accommodate a price tag or a bar-code label providing additional information about the garment contained in their associated garment receiving section 42. The additional information provided on the identifier portion 26 may help to quickly and precisely refer to a specific garment.

[0039] Referring now to FIG. 3, the garment display system 10 uses a support 12 providing interconnection between a plurality of garment receiving modules 40, 50. Two receiving modules are connected to the right side of the support 12. Additional modules may be installed on the opposite side of the support 12. Each garment receiving module 40, 50 can be individually adjusted to a desired height on the support 12.

[0040] Illustratively, the upper garment-receiving module 50 is substantially similar to the lower garment receiving module 40 described hereinabove. However, significant differences exist in the structure of the upper garment identification section 54 compared to the structure of the lower garment identification section 44. As best seen on FIG. 3, one difference is the angle of the upper garment identification section 54 slightly facing downward as opposed to the lower garment identification section 44 that is vertically disposed. This difference results from the different positions of the garment receiving modules 40, 50 on the support 12. The lower garment receiving module 40 is disposed lower on the support 12, garment identification section 44 is substantially aligned with the line of sight of a shopper of average height and standing in front of the garment display system 10. The upper garment receiving module is disposed higher on the support 12. The garment identification section 54 is positioned facing downward substantially in line with the line of sight of a shopper of normal height and standing in front of the garment display system 10.

[0041] FIGS. 4-7 depict different additional views for better understanding a further difference between the connecting structure of the upper garment identification section 54 and the connecting structure of the lower garment identification section 44. Referring more specifically to FIG. 4, the garment identification section 44 is removably secured to the garment receiving section 42 using legs 46 and receptacles 48. The leg 46 is illustratively inserted in the receptacle 48 affixed to separator 18. The garment identification section 44 can be dismounted from the garment receiving section 42 by removing the leg 46 from the receptacle 48. This is convenient and less cumbersome when installing the garment-receiving module 40 on the support 12. The garment identification section 44 may also be removed for maintenance purposes when the garment identification inserts 72 need to be replaced in order to represent new types of garments supported in their respective garment receiving sections 42.

[0042] The upper garment identification section 54 comprises a different connecting structure than that of the lower garment identification section 44. The upper garment identification section 54 is secured significantly higher on the support 12 and this is typically difficult, if not impossible, to update the garment identification inserts 72 without using a step-ladder. The upper garment identification section 54 is

secured to the upper garment receiving section 52 via a proximal end of a first track member 62 that is slidable, on its distal end, onto a second track member 60. The movement is guided by an insert 64 secured to the distal end of the first track member 62 and moving along a slot 58 in the second track member 60. Other ways of removably securing or moveably fastening the garment identification section 44 to the garment receiving section 42 are intended to fall within the scope of the present invention.

[0043] Referring now to FIGS. 8-13 it is possible to appreciate the movements 70 of the upper garment identification section 54 alternating between a garment identification position (as depicted on FIG. 1) and a maintenance position depicted on FIG. 12. The first movement 70₁, as illustrated in FIG. 8 comprises moving the upper garment identification section 54 upwardly unlocking the safety mechanism consisting of a pin 68 disposed on the proximal end of the first track member 60 engaging hook 66. The second movement 70₂ depicted on FIG. 9 comprises pulling forward the upper garment identification section 54 along the second track member 60. The third movement 70₃ depicted on FIG. 10 comprises pivoting the second track member 60 about the insert 64 bringing downward the upper garment identification section 54. FIG. 11 represents the maintenance position of the upper garment identification section 54 when pin 68 contacting separator 18 stops movement 70. In the maintenance position the frame openings 76 of the garment identification section 54 are at a level where it is possible to easily remove the garments identification inserts 72 as it can be appreciated on FIG. 12.

[0044] Referring to FIG. 13 it is possible to appreciate a magnified view of the mechanism fastening the garment identification section 54 thus preventing undesirable movement. Vertically moving the garment identification section 54 disengages pin 68 from hook 66. Once the pin 68 is disengaged from the hook 66 the garment identification section 54 can be pulled forward long the slot 58.

[0045] FIG. 14 is a side view of a lower garment identification section 44 removed from the garment display system 10. Frame 74 has an opening 76 on its upper portion to allow removal of garment identification inserts 72 (not shown on FIG. 14 although they are contained in frame 74). Identifier portion 26 is disposed on the frame 74. Leg 46 is connected to frame 74 and is sized and designed to mate with its related receptacle 48 (not shown on FIG. 14). The actual shape of the leg 46 influences the position of the garment identification section 44 on the garment display system 10.

[0046] Persons of ordinary skill in the art will appreciate that variations or modifications may be made to the garment display system disclosed in the specification and drawings without departing from the spirit and scope of the invention. Furthermore, persons of ordinary skill in the art will appreciate that the garment display system described and illustrated merely represents the best mode of implementing the invention known to the Applicant; however, it should be understood that other mechanisms or configurations, using similar or different components, can be used to implement the present invention. Therefore, the embodiments of the invention described above are only intended to be exemplary. The scope of the invention is limited solely by the claims.

What is claimed is:

1. A storage module for storing a plurality of garments and adapted for mounting on a support frame, each of the garments suspended from a hanger, the module comprising:

a plurality of garment receiving sections, each of the sections separated from an adjacent section by a separator;

an elongated hanger support disposed horizontally and spanning each of the sections; and

a plurality of displays, each of the displays associated with a corresponding one of the sections.

2. The storage module of claim 1, wherein said separator is substantially flat and further said elongated hanger support is at a right angle to said separator.

3. The storage module of claim 1, wherein the storage module is mounted to the support frame using a at least two fasteners spaced apart by a distance of about 1219 mm.

4. The storage module of claim 1, wherein said display further comprises a display surface substantially perpendicular to the separator.

5. The storage module of claim 1, wherein said display further comprises a frame adapted to receive an identification insert.

6. The storage module of claim 1, wherein said identification insert is removable from the support frame.

7. The storage module of claim 1, wherein said displays are moveable between a display position and a maintenance position.

8. The storage module of claim 7, wherein said display moves along a track.

9. The storage module of claim 8, further comprising a mechanism for precluding undesired movement of said display in respect to said track.

10. The storage module of claim 1, wherein said plurality of garment receiving sections comprises four garment receiving sections.

11. The storage module of claim 1, wherein each of said displays comprises an identifier.

12. The storage module of claim 1, wherein said separator is substantially flat and further comprises at least one rounded edge.

13. A system for displaying a plurality of garments, each of the garments suspended by a hanger, the system comprising:

a support frame;

a garment display secured to the frame;

wherein the display comprises

a plurality of garment receiving sections, each of the sections separated from an adjacent section by a separator;

an elongated hanger support disposed horizontally and spanning each of the sections; and

a plurality of display sections, one of each of the display sections being associated with a corresponding one of the garment receiving sections.

14. The garment display system of claim 13, wherein said display section is moveable between a display position and a maintenance position.

15. The garment display system of claim 13, wherein said garment display is secured to said frame using at least two fasteners disposed at a distance of about 1219 mm.

16. The garment display system of claim 13, wherein each of said garment receiving sections further comprises an identifier associated therewith.

17. The garment display system of claim 13, wherein said separator is substantially flat and comprises round edges distal from the support frame.

18. A garment display system for organizing garments having distinctive features not visible from the line of sight of a shopper when garments are supported by the garment display system and presenting the distinctive feature of the garments such that the shopper would know the location of each garment in the garment display system without manipulating the garments, the garment display system comprising:

- a frame;
- a first garment display module secured to the frame; and
- a second garment display module secured to the frame and disposed under the first garment display module;
 - wherein each garments display module comprises
- a plurality of garment receiving sections, each of the garment receiving sections separated from an adjacent garment receiving section by a separator;
- an elongated hanger support disposed horizontally and spanning each garment receiving section; and
- a means for identifying a distinctive feature of the garments contained in each of the garment receiving sections.

19. The garment display system of claim 18, wherein the means for identifying a distinctive feature of the garments is moveable between a display position and a maintenance position.

20. A method for presenting a plurality of garments having distinctive features in a garment display system, the method comprising the steps of:

- installing a first visual representation of a first distinctive feature of a first garment in a first garment identification section of the display system;
- suspending a first garment on a hanger in a first garment receiving section of the garment display system, the first garment being in a position which precludes the first distinctive feature of the first garment from being directly in the line of sight of a buyer;
- installing a second visual representation of a second distinctive feature of a second garment in a second garment identification section of the display system; and
- suspending a second garment on a hanger in a second garment receiving section of the garment display system, the second garment being in a position which precludes the second distinctive feature of the second garment from being directly in the line of sight of a buyer.

* * * * *