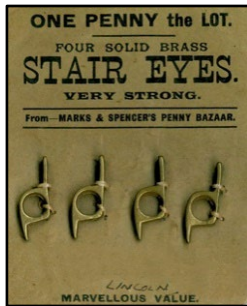


# Homeware

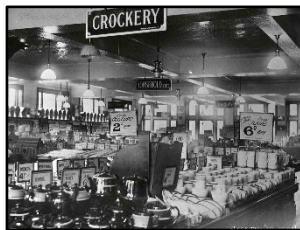
Making your house a home since 1884



Stair eyes, c1900



Grand Annual advert, 1913



Stockton store, 1927



Display of batteries, 1937

## 1884

We sold household essentials including haberdashery and stationery.

In our Penny Bazaar shops, items such as stair eyes, brushes, doilies and candles were available at 1d.

## 1911-1914

Our customer magazine 'The Grand Annual', featured adverts for our home ranges including gardening tools, bolts, nutmeg graters and dress hangers.

## 1926

By 1926, departments included Household Goods, Glass, China & Earthenware, Cutlery, Hardware and Tin & Enamelware.

## 1930s

Demand for homeware increased as more new homes were being built across the country.

Window displays featured promotions including 'National Aluminium Week' in 1932 and Coronation-themed displays of batteries in 1937.

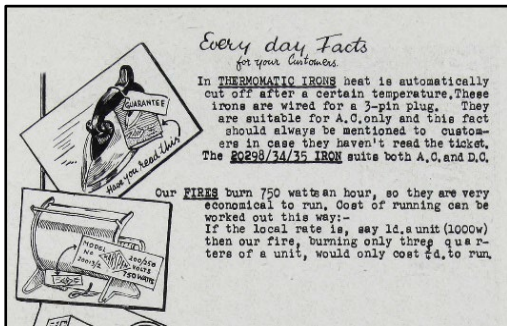
Our own brands in homeware included Marspen and Monster.



'The Marks & Spencer Magazine',  
1932

## 1932

Homeware was advertised in our 1932 customer publication, 'The Marks & Spencer Magazine', including this 'Tango' teaset.



Training News Bulletin, 1948

## 1940s

Our range of homeware shrunk during the war as raw materials were in short supply.

In 1948 Sales Assistants received training to help sell Thermomatic irons, electric fires and light bulbs.



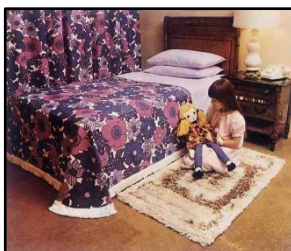
Homeware, 1969

## 1968

Homeware was reintroduced in the late 1960s. By 1968 we were selling towels, nylon sheets and matching pillowcases.

## 1970

Following the success of our towels and bedding ranges, our Home Furnishings Department was established.



Homeware, 1972

## 1972

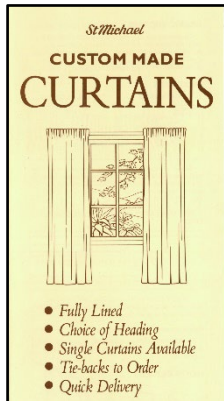
By 1972 the range included rugs, striped sheets, patterned bedspreads and curtains.



Bathroom décor, 1974

## 1974

We introduced carpets – available in three stores, two of which offered a fitting service. The same year we introduced bathroom fittings and ready-pasted vinyl wallcoverings.



Customer leaflet, 1985

## 1976

We offered a custom-made curtain service. The curtains were fully-lined and available in plain-dye velvet or a range of printed fabrics.

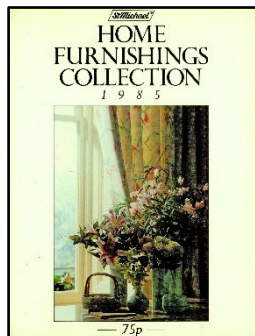
The same year we worked with the V&A on a range of bedlinen and towels inspired by 17<sup>th</sup> and 18<sup>th</sup> century prints in the museum's collection.



Autumn Leaves dinnerware

## 1976-1985

Coordinated ranges of bedding and dinnerware were launched, including Autumn Leaves, Harvest and Edwardian Lady.



Catalogue, 1985

## 1985

We launched our first Home Furnishings catalogue, featuring 64 pages of bedding, kitchenware, curtains and lighting.

The same year we began selling garden and nursery furniture.



Furniture, 1986

## 1986

We introduced furniture after a trial in four stores. The range included kitchen tables, cupboards and shelving, sofas, bookcases, curtain poles, bathroom units and sinks.



Electricals, 1989

## 1989

We offered our first range of kitchen electricals. A toaster and two types of kettle were available in our Ashberry and Harvest patterns.



Homeware, 1994

## 1993

We launched a wedding gift list service in 31 stores, expanded to 72 stores by 1994. The M&S team visited American department stores to research the service.



Stainless steel utensils, 1995

## 1995

The stainless steel range was launched, including utensils and a set of three pans. By 1996 the collection was a bestseller.



York Home store, 1997

## 1997

We opened our first store dedicated to homeware. The York store sold furniture, kitchenware, lighting, decorating and home accessories.

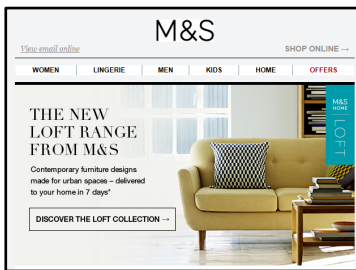




M&S website, 2001



Sir Terence Conran, 2011



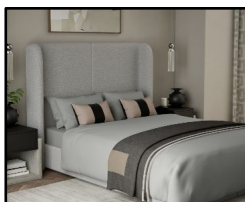
Loft collection, 2015



Denby dinnerware, 2025



M&S X Fired Earth, 2023



M&S X Kelly Hoppen, 2025

## 2001

By 2001 most homeware products could be ordered online.

## 2011

We partnered with Sir Terence Conran to design a range of over 300 homeware products, from furniture to home accessories.

## 2015

We launched Loft – a range of ‘Stylish designs for modern living, from compact sofas and armchairs to contemporary crockery and lighting’ created to work well in smaller spaces.

## 2021-2022

We launched guest brands across M&S in 2021, by 2022 we had introduced home brands like Denby, Joseph Joseph and Laura Ashley to our homeware offering.

## 2022

The M&S X Fired Earth collection launched. The collection features prints inspired by the brand’s iconic tile designs and signature colours.

## 2024-2025

We collaborated with interior designer Kelly Hoppen. Her latest collection includes statement lighting, ceramics, textiles, bedding and bathroom accessories.