

Innovation 1

Source: Tricel advert, St. Michael News, early 1970s

St. Michael News was our employee magazine from 1953-1999. Note the prices are in shillings and pence, decimalisation to pounds and pence happened in February 1971.

Fresh, cool Tricel at Marks & Spencer

You'll find the first signs of summer at your local Marks & Spencer.

Fresh, cool Tricel in newly styled jumpers and cardigans by St. Michael. In colours that stay bright and clear wash after wash.

Go now, while the selection is best!

Fully-fashioned jumper with short sleeves and turtle neck. Six colours.

Sizes 12 to 18. From **29/11**



Fully-fashioned cardigan with high-buttoning V-neck. Four colours.

Sizes 12 to 20. From **39/11**



Right
Smart, fully-fashioned knitshirt with long sleeves. Four colours.

Sizes 36" to 44". **47/6**



St Michael[®]

COURTAULDS
Tricel

RTE 649

Innovation 1

Source: Orlon advert , St. Michael News, 1971

St. Michael News was our employee magazine from 1953-1999

If Orlon* had been around in 1884, Marks & Spencer would have made the most of it.

Marks and Spencer began life in 1884. (With a Penny Stall in Leeds Market), Orlon came along a good few years later—a fibre that washed like a dream, wore like a treat and carried colours that were bright and beautiful or soft and subtle. And now, here's what Marks and Spencer and Orlon have unveiled for this Autumn. Longer lines, with a lot of flattering ribbing. Cowl necks are a lot of fun—wear them high on the throat, or low and luxuriously heavy. We've brought out tunics and pants that match in a range of colourways—our new 'tunic-sets'. And—a nice touch, this—we've made kiddies' clothes in Orlon that match Mum's outfit. It's a shame Marks and Spencer couldn't have got together with Orlon back in 1884. But never mind. Here's Autumn, 1971.



From far left to far right of our pictures:—

A longer-line cable-stitch cardigan. It flatters your figure and it flatters your clothes budget—it costs just **£3-30**

The girl's equivalent; a cable-stitch cardigan. **£1-99 to £2-45**

And for the smallest daughter—a knitted dress with a pleated skirt. At very small prices: **£1-99 to £2-50**

Opposite page:—

One of our new, machine-washable tunic-sets. There are several colourways to choose from. The belted tunic is striped, the pants are plain. **£7-35**

A bonded dress in a range of six colours, all with white collar and cuffs. **£5-85**

A tunic jumper in a new two-tone effect. Cowl-necked and belted, it costs **£2-95**

The old omnibus in our pictures was battering the streets about the time we opened our very first Penny Stall in Leeds Market. Today, there are 247 Marks and Spencer stores, all over Britain. The bus is now a museum piece.

St. Michael News was our employee magazine from 1953-1999

ORLON-FIRST

BIG FABRIC

NEWS OF '58

***I**n a year which is already rich in possible merchandise development, comes news of major improvements in a synthetic which is still only a name to thousands of British housewives—Orlon.*

BIG plans are announced for Orlon, the new synthetic fibre with the cashmere-like appearance and handle. In the Spring, all stores will have it, and nearly a quarter of the women's knitwear department's January-July production will be in Orlon.

WONDER FIBRE

GET to know TRICEL,[®] the new "do-what-you-like-in-it" wonder fibre. Nearly 100 stores are going to have a 29s. 11d. range of Tricel-and-cotton skirts in beige, navy, turquoise, and coral red, in time for the summer trade.

Tricel is a man-made fibre, made like the other acetates from cellulose fibres. It can be used on its own, or blended with other man-made fibres, or, as in the new skirt range, with a natural fibre like cotton.

Biggest thing about Tricel is its ability to keep a crease in the right place, and resist one in the wrong place.

A fabric made of Tricel, or a Tricel blend, is:

- ★ Easy to wash, and needs no boiling.
- ★ Quick drying. You can hang it up to "drip-dry".
- ★ So made it does not need ironing.
- ★ Not liable to shrinking or stretching.
- ★ Colour fast and stain resistant.
- ★ Superbly blendable with wool, cotton, and other fibres.
- ★ Pleat permanent and crease-resistant.
- ★ Light and comfortable to wear.

Tricel blend is a new adventure in textiles. You're going to see and sell a lot more of it in the coming months.

** Pronounce it "Try-sell".*

This is a new Orlon, the result of considerable experiment and research by Marks and Spencer technologists. Early versions of Orlon raised problems of pilling and sizing. These types have been decisively rejected, and the new Orlon has properties which have been vigorously tested under conditions far more trying than in normal wear.

What are these properties?

★ Orlon is non-shrinkable. You can put a St. Michael Orlon cardigan in a washing machine and, to use the department's phrase, "it comes up smiling".

★ Orlon is easy to wash, drying quicker than most wools.

★ Orlon has a gorgeous soft "handle"—"Just like cashmere" they'll tell you.

★ Orlon takes bright, clearer, more sparkling colours.

Two years research

The St. Michael Orlon you'll be selling from your counters and racks in 1958 is the result of two years' tough experiment and research. And still the knitwear department is not completely satisfied. "We are learning all the time," an executive told me.

Achievements

Already, however, they can point to solid merchandise achievements. There have been women's high-neck cardigans, both fashioned and non-fashioned, and successful trials of children's knitwear. There are bedjackets in 70 per cent Orlon and 30 per cent wool. Men's knitwear, too, will be having Orlon on trial. Gloves in 100 per cent Orlon are on trial.

Technicalities

If you're interested in technicalities, one of the things that makes the current Orlon so good is that it has been spun as wool rather than as cotton as previously. This means a more wool-like texture and more elasticity—your answer to the customer whose previous experience of Orlon may well have led her to believe that Orlon knitwear, after washing, became stiff and "difficult".



Thu 27 Sep 2018



EASY DRESSING: M&S LAUNCHES THE HIGH STREET'S FIRST KIDSWEAR RANGE FOR CHILDREN WITH DISABILITIES

M&S has launched the Autumn/Winter collection its newest kidswear range – Adapted for Easy Dressing. Following on from the success of its [Easy Dressing schoolwear range](#) and [specialist sleepsuits](#), M&S is the first High Street retailer to launch daywear for children with sensory or physical disabilities in Britain.

Starting with a survey of 300 parents the kidswear range was in development for more than two years and was conceived, designed and developed in partnership with customers including parents from three specialist schools. The M&S in-house team were also supported in the range's development by Consultant Paediatrician Dr John Chang who offered expert advice.

All the Adapted for Easy Dressing clothes have been made with the softest materials, fewest seams possible and hidden care labels. They've also been created to have a nod to fashion without adding unnecessary detail. Specific product innovations include:

- Trousers and shorts with the zips and buttons replaced by a straight forward popper
- Leggings with flat-lock seams (usually used in sports leggings)
- T-shirts with a soft velcro fastening at the back of the neck for easy over-the-head dressing
- T-shirts and dresses with discreet pockets for a feeding tube
- Coats and gilets with velcro down the front and back so they're easier to put on if you're in a wheelchair
- Smart shirts with soft velcro behind the buttons
- Babygrows with dimensions to allow for a cast, suitable for babies with hip dysplasia

Rebecca Garner, Kidswear Designer at M&S, developed the range with Buyer Emma Chang and Technologist Charlotte Hunt. Rebecca said: "We've absolutely loved working on this project and are proud that every product started from listening to mums and dads. Parents passionately told us that disabilities don't define their children, so the adaptations shouldn't define their clothes, it's why all the products are inclusively designed and modelled closely on our main collection. So whilst big sister might wear a dress with sequins, the little one who wants to match but has sensory needs will have a softer glitter. Offering great value has been a key consideration and parents purchasing Easy Dressing products will never pay more."

Dr John Chang, Consultant Paediatrician at Croydon Health Services NHS Trust, who advised on the range said: "As a doctor you can help parents with a range of complex issues, but sometimes it's the little things – like finding a jumper your child will actually wear – that can make the biggest difference. It was a brilliant experience to consult on the range and help explain the physical requirements for the products, I know for some parents this will be lifechanging and I look forward to seeing how it develops."

Products are available exclusively online up to ages 15-16

For further information, please contact:

Corporate Press Office [0208 718 1919](tel:02087181919)





Innovation 2

Source: Press and product photographs for launch of the Easy Dressing adaptive clothing range 2018



Innovation 3

Source: Article from St. Michael News,
November 1972

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magazine from 1953-1999



The best idea since frozen foods—

St Michael foods make it easier to put a good meal on the table quickly without sacrificing quality. And customers who buy from M & S for quality are now choosing St Michael frozen foods for convenience as well.

St Michael frozen foods were first introduced into Edgware Road store in April last year. By the end of this year some 80 stores will be selling frozen foods; 40 with the full range and 40 with a limited range of best selling lines. And the target for the end of 1973 is 100 stores with the full range.

Why frozen?

The St Michael range differs from most other well-known brands of frozen foods. Although it includes the usual frozen peas, it concentrates on high quality dishes like lasagne and pizza which can be heated and served within minutes—speciality recipes which normally only the most ambitious cook with plenty of time would attempt to prepare.

It's these fish and meat dishes which are attracting customers. And they have changed the concept of frozen food. Many customers tell us that the St Michael products are eaten within hours of purchase instead of being

St Michael frozen foods!

stored away in the freezer unit as "emergency" meals.

Head Office food technologists found there were many advantages in freezing certain foods.

Through freezing M & S can develop and distribute recipe lines with a life that is too short for the cold chain, or which are too "runny" to sell in their unfrozen state.

Freezing is also the most effective method of preservation—the process of freezing leads to less change in flavour and texture than occurs in canning or drying. By freezing, the seasons can be extended and fruit and vegetables can be sold out of season.

Best fish

Freezing gives M & S the opportunity to sell fish that has been caught when it's at its best, all the year round—especially plaice and herring. Usually fish that is on general sale as fresh has been frozen at some time then allowed to thaw, so it is obviously preferable to sell it still frozen.

And, of course, lines like ice cream can only be sold frozen.

An important added advantage is the continuity of stock, giving stores a range of food to sell on Mondays and after holidays, when fewer deliveries of fresh foods can be made.

New problems

The venture into frozen foods brought with it new problems in working with manufacturers. The department examined several specialist manufacturers, and while the best of these now produce frozen foods for M & S, some of the range is supplied by existing St Michael food manufacturers who have been persuaded to install freezing facilities.

Future range

The future development of the St Michael range of frozen foods will concentrate mainly on recipe dishes. The minced beef lasagne, mushroom and bacon lasagne, pizzas, savoury pancakes, and fisherman's pie are all best sellers, and an exciting new range of similar lines is planned for the future.

Innovation 3

Source: Advert for frozen foods, 1972

The best idea since frozen foods...

St Michael frozen foods



Innovation 3

Source: Article from St. Michael News, September 1974

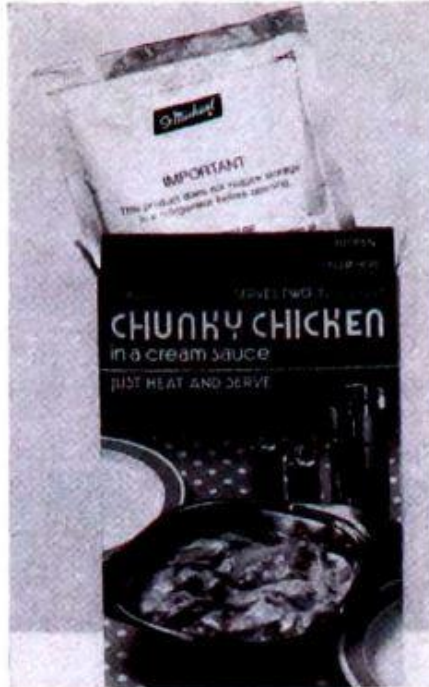
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A NEW EXPERIENCE

in easy-to-prepare meals has been made possible by a revolutionary way of preserving foods.

It's a flexible pouch (a clever combination of aluminium foil and plastic) which keeps the contents fresh for months. Yet you don't store it in the fridge.

At the same time, the foil pouch offers the quality of recipe dishes usually found in only fresh or frozen foods. Which means that ingredients like fresh cream, herbs and even wine, keep their natural flavour even after being pre-



served for months in the new packs.

Preparation couldn't be easier.

No Mess

Place the unopened pack into a pan of boiling water for about 10 minutes and the meal is ready to serve by simply cutting open the pack and emptying out the contents onto a warm plate.

There are no messy pans; no cooking smells—the ultimate so far in convenience foods.

But why bother to develop a foil pack when the old and trusted tin can is there to do the job?

Canning is fine for some foods. But the flavour of more delicate ingredients—like wine and herbs—can be destroyed by sterilisation, a process in which the can and its contents are heated to a high temperature for long periods.

Hence you don't for instance, find cream used in St Michael canned meals.

Thin

The advantage of the foil pack is that the material is very thin and therefore heat for sterilisation penetrates quicker. So many of the natural flavours are retained.

The foil pack has other useful features.

It doesn't rust or corrode. It is easy to open with a knife or scissors. It's lighter than a can. And being flat it is conveniently stored on a shelf or in the pantry.

Complete

This month, 22 stores will receive a range of 12 dishes. These include soups, pastas like cannelloni and spaghetti, main dishes including chunky chicken and beef stroganoff, and new potatoes in butter.

A complete meal for two can be made up from two or three packs.

Innovation 4

Source: Plant Kitchen packaging



Innovation 4

Source: Daily Mail Online, January 2019 with information from M&S press release

M&S becomes the latest retailer to launch a vegan range featuring 'dirty' comfort food such as Mac 'n' Cheese - and the UK's first dairy-free supermarket coleslaw

- Marks and Spencer launch their new vegan range, Plant Kitchen, on January 2
- The dairy and meat free collection includes over 60 dishes from snacks to mains
- Plant Kitchen dishes are the first M&S ready meals to use recycled trays

By MAISIE BOVINGDON FOR MAILONLINE

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The New Year is finally here and with it a new vegan-friendly range at M&S, which has launched a new dairy and meat-free food range, titled Plant Kitchen today.

The new collection, costing from £2, includes a vast array of over 60 ready meals, snacks, as well as ingredients to make a fresh vegan dish of your own.

It promises to send food-lovers head over heels with 'dirty vegan' comfort options now has on the shelves, including Cauliflower Popcorn with Buffalo Dip, as well as Cashew Mac 'n' Cheese.

Sides such as potato salad also feature, as well as the first ever vegan coleslaw to hit supermarket shelves in the UK.

But for foodies who want to try their hand in the kitchen will enjoy rustling up tasty treats for friends or family with Plant Kitchen's new grain packs, tofu and soy protein.

The Plant Kitchen's ready meals have been created by M&S's resident vegan Claire Richardson, who thinks the vegan range will be a huge hit with customers and change people's opinions on meat-free food being 'dull'.

She said: 'Some people think meat-free food is dull but this couldn't be further from the truth, its experimental and its delicious.

'We've created a collection that will appeal to everyone – whether you're a longstanding vegan, want to lead a more flexitarian lifestyle or you love meat but think cauliflower popcorn sounds amazing! It's all about delicious tasting food first.'

April Preston - who is the Director of Product Development at M&S - is 'thrilled' with the products.

She added: 'This is the year we'll truly see plant-based food go mainstream. We're thrilled we've created a range which tastes as good as you'd expect from M&S, but is also vegan-friendly, so finally people don't have to compromise on taste.'

The Plant Kitchen meals and ingredients will range from £2 for snacks and from £3 for ready meals, with the sourdough pizza's retailing for £3.50, cauliflower popcorn costs £3.

The new range was inspired as one in five M&S customers are flexitarian or vegetarian.

Plant Kitchen will also be a huge hit with eco-friendly buyers as the ready meals are packaged using recycled trays, foil trays and cardboard boxes, instead of plastic packaging, in a bid to make recycling easier by 2022.

