

Marking Moments

Your newsletter from the
M&S Archive

Summer 2021

From workwear to party clothes, and beachwear to pyjamas, this month we look at all things fashion!

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"SPRING-JOY"

ALL SEASONS UNDERWEAR

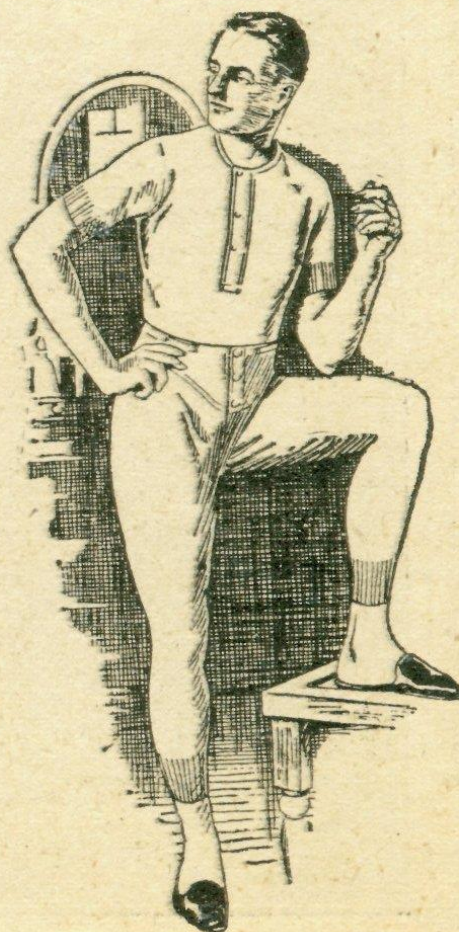
for

**MEN, WOMEN
BOYS & GIRLS**

*No Irritation to the
Most Sensitive Skins*

**ELASTIC WEAVE
FITS BODY PER-
FECTLY**

**Washes and Wears
Exceedingly Well.**



Spring-Joy Underwear, 1932

This advert for underwear was printed in a 1932 customer magazine – readers could buy Spring-Joy underwear at Marks & Spencer. The model in the illustration wears long johns and a short-sleeve top.

"St Michael" KNITWEAR

MADE IN ENGLAND



- 4008/19X : PLAIN CARDIGAN
- 4008/13X : BRUSHED CARDIGAN
- 4008/27X : PLAIN SHORT-SLEEVE PULLOVER
- 4008/23X : BRUSHED SHORT-SLEEVE PULLOVER

Colors : Wine, Limpid Blue, Primrose, Baby Pink, Baby Green, Iced Coffee.

Sizes : Cardigan—Medium and Large. Pullover—Small, Medium and Large.

CARDIGAN.....\$41.50 Doz.
PULLOVER.....\$31.50 Doz.

4008/196X : SHORT-SLEEVE PULLOVER

Colors : Baby Green, Grey, Cherry Pink

Sizes : Medium to fit 36" - 39" bust.

\$27.00 Doz.

4008/176X : SHORT-SLEEVE PULLOVER

Colors : Baby Green, Grey, Cherry Pink.

Sizes : Medium to fit 36" - 39" bust.

\$27.00 Doz.



All Prices are Nett (Sales Tax Included) F.O.B. Winnipeg and Hamilton

Knitwear Catalogue, c1949

This catalogue advertised knitwear to the Canadian export market – the prices given are wholesale and in Canadian Dollars. Some of the colour names are very descriptive, including Limpid Blue, Iced Coffee and Cherry Pink!



The Hat Bar, c1950

This beautiful display would encourage people to pick up and try on a hat while out shopping. A Sales Assistant would have been on-hand to help customers make their choice. Prices ranged from 14s 11d to 18s 11d. Can you see the till in the middle of the display?



Cotton Skirts, 1958

This trio raise a toast with a glass of champagne. The ladies wear printed cotton skirts, part of a new range at Marks & Spencer in Spring 1958. The skirts were available in sizes 24" to 30" and cost 29s 11d.



An M&S Fashion Show, 1963

This fashion show was held in Leeds. Sales Assistants who worked at the Leeds store modelled the latest clothing ranges for an audience of customers. M&S fashion shows were held in lots of different venues including Blackpool Winter Gardens and the Manchester Free Trade Hall – all the proceeds from the shows went to charity.



Film – Carefree Summer, 1965

In the early 1960s M&S produced adverts that were shown at the cinema. This advert promotes the new summer range for 1965. Click on this link to watch: <https://youtu.be/XiU4NrRdgNs>

COLOURFUL, WARM



MIX 'N' MATCH knitwear classics. From left: F/f Courtelle cardigan, 12 to 20, 32/6d., 34/11d.; l/s f/f Courtelle jumper, 12 to 18, 29/11d., 32/6d.; f/f turtle-necked lambswool jumper, 12 to 18, 42/6d., 45s.; f/f s/s Courtelle jumper, 12 to 18, 25/11d., 27/11d., with f/f Courtelle cardigan, 12 to 20, 32/6d., 34/11d.; f/f lambswool twinset, 12 to 20, 79/11d., 85s. WOOL TWEED skirts are fully lined, sizes 12 to 20, in two lengths, 49/11d.

THE

St Michael® **WAY**

There's ZIP! in the air this autumn
with the styles from Marks & Spencer



SHOWERPROOF COATS are the ideal cover-up for between-season changes in temperature.

LINED, washable double-breasted showerproof coat in Terylene cotton can be worn with revers, or buttoned up to a flattering square neckline. High half-belt at back. 12 to 18, 125s.

Autumn Fashions, 1967

The models in this advert wear brightly-coloured, mix and match outfits in Courtelle and lambswool. Courtelle was a synthetic acrylic fabric introduced in the late 1950s. The raincoat at the bottom is made from Terylene, another synthetic fabric popular in the 1950s and 1960s.



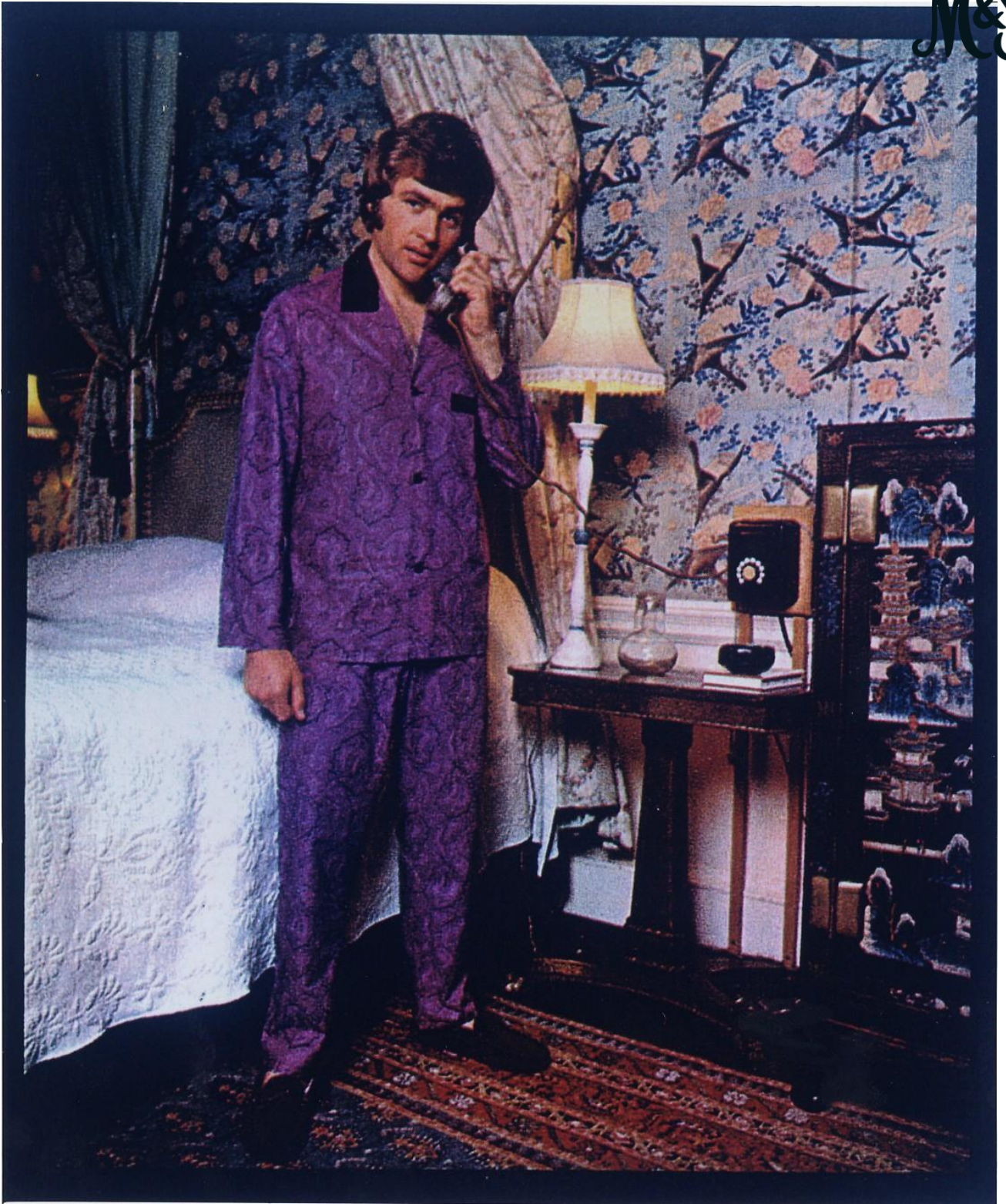
St Michael
 for the
**MODERN
 MAN**

St Michael is made for men who appreciate quality. And for men who like their clothes to last. It's the easy-care choice of men who want to look good without trying. And those who don't want to spend a fortune on clothes. It's also a favourite with the fashion-conscious. All men like wearing St Michael.



Modern Man, 1969

This page advertises the latest fashions for men in 1969. All clothes sold at M&S at this time carried the St Michael label – it was used from 1928 until 2000. The cardigan on the left cost 75s, while the lambswool pullover on the right cost 55s.



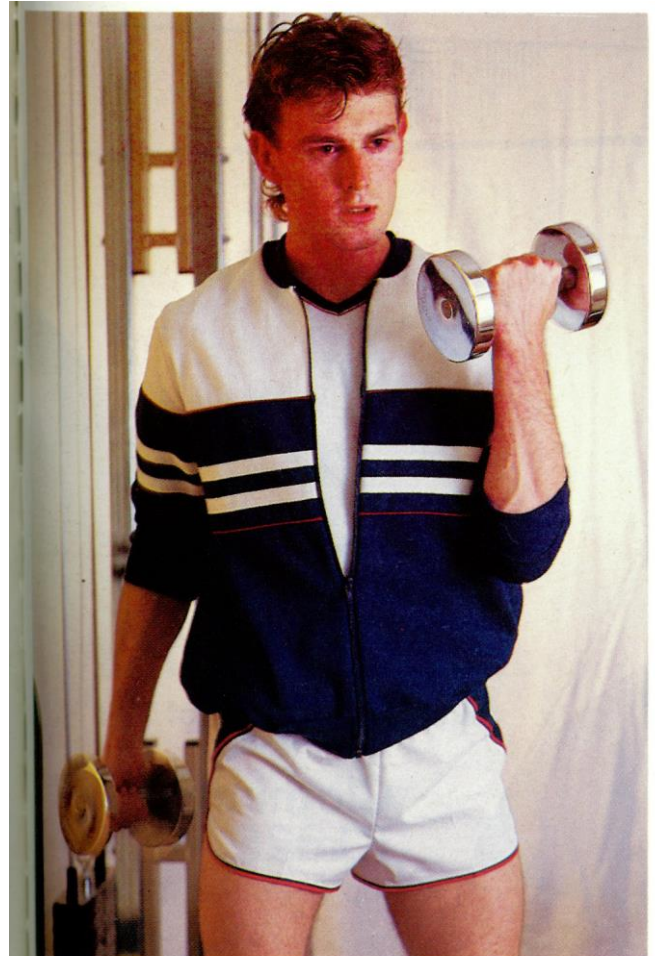
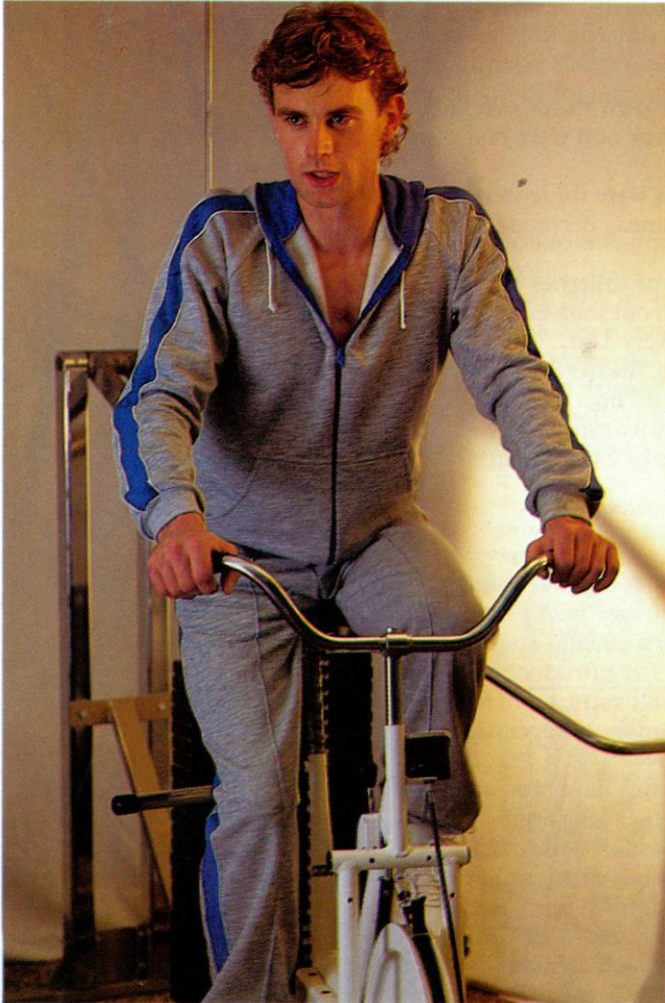
Purple Pyjamas, 1971

These pyjamas were on sale at M&S in 1971 and cost £2.35, while the slippers cost £1.37. This photoshoot took place at Castle Howard – a stately home near York.



Maxi Dresses, 1970s

These dresses were all sold at M&S in the 1970s, when full-length skirts and maxi-dresses were becoming more popular. The two dresses on the left are kaftan-style, they are loose and flowing with wide sleeves. The dress on the right has long sleeves and a high collar, with a bright pattern influenced by the Italian designer Emilio Pucci.



An example of the co-ordinated sportswear that will be featured in the pack this month.

Clothes for Exercising, 1984

The 1980s saw an increase in popularity of home-gyms and exercise classes for both men and women. M&S sold everything you could need for a workout, including tracksuits, trainers and even tennis rackets!

Neutral colours in simple architectural styles sum up the look for active and casualwear, there's also a strong sixties feel with polo and turtleneck sweaters.

A spectrum of bright colours give winter wardrobes a lift. These, teamed with black, emphasise this 'fun' look.

Fashion classics such as knitwear and woollen jackets are included.

the LOOK
is...

These are the four main ladieswear looks for this autumn. Each has its own individual style to suit personal taste and our illustrations give an example of each.

This 'rakish' look is based on men's formal wear for both casual and formal attire. Luxurious fabric such as velvets, brocades and satins provide a city slick look for both day and night. Colours are also masculine and rich — mainly black, brown, burgundy and navy.

The English country lady look has been developed from last winter's Woodlands story. Fabrics are wool, shetland and flannels in classic heather tones and pastel shades.

Autumn Looks, 1985

This advert shows the newest womenswear ranges for Autumn 1985. The bottom left illustration shows an outfit inspired by men's suits, and the outfit at the bottom right is from a collection called 'English Country Lady'.

This Month in... 1966



World Cup Winners, July 1966

The World Cup brought visitors from across the world to England, and London in particular. To welcome these visitors to M&S, sales assistants who were fluent in a second language wore badges indicating which languages they spoke. Russian-speaking Irina Galitzine, in the middle of the photo, worked at Marble Arch store and was on-hand to help any Russian customers.

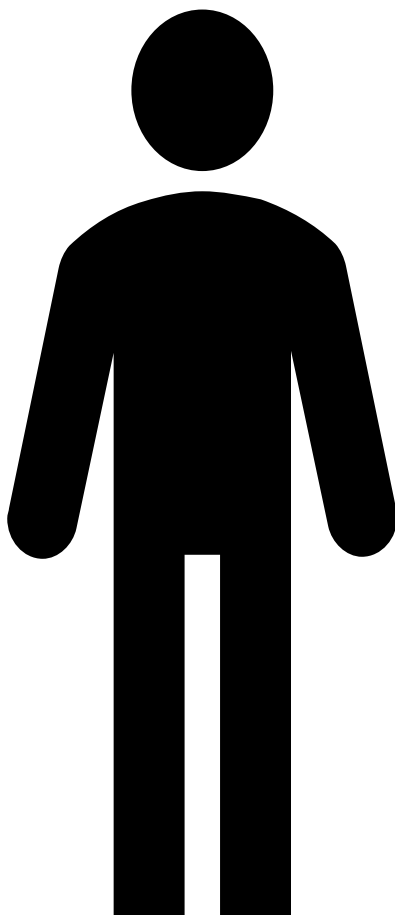
This Month in... 1953



The Coronation of Queen Elizabeth II, June 1953

It was estimated that 3 million people gathered in the streets of London to watch the Coronation procession of Queen Elizabeth II. The procession passed Hyde Park Corner and Marble Arch. This photograph shows spectators outside the Marble Arch branch of Marks & Spencer.

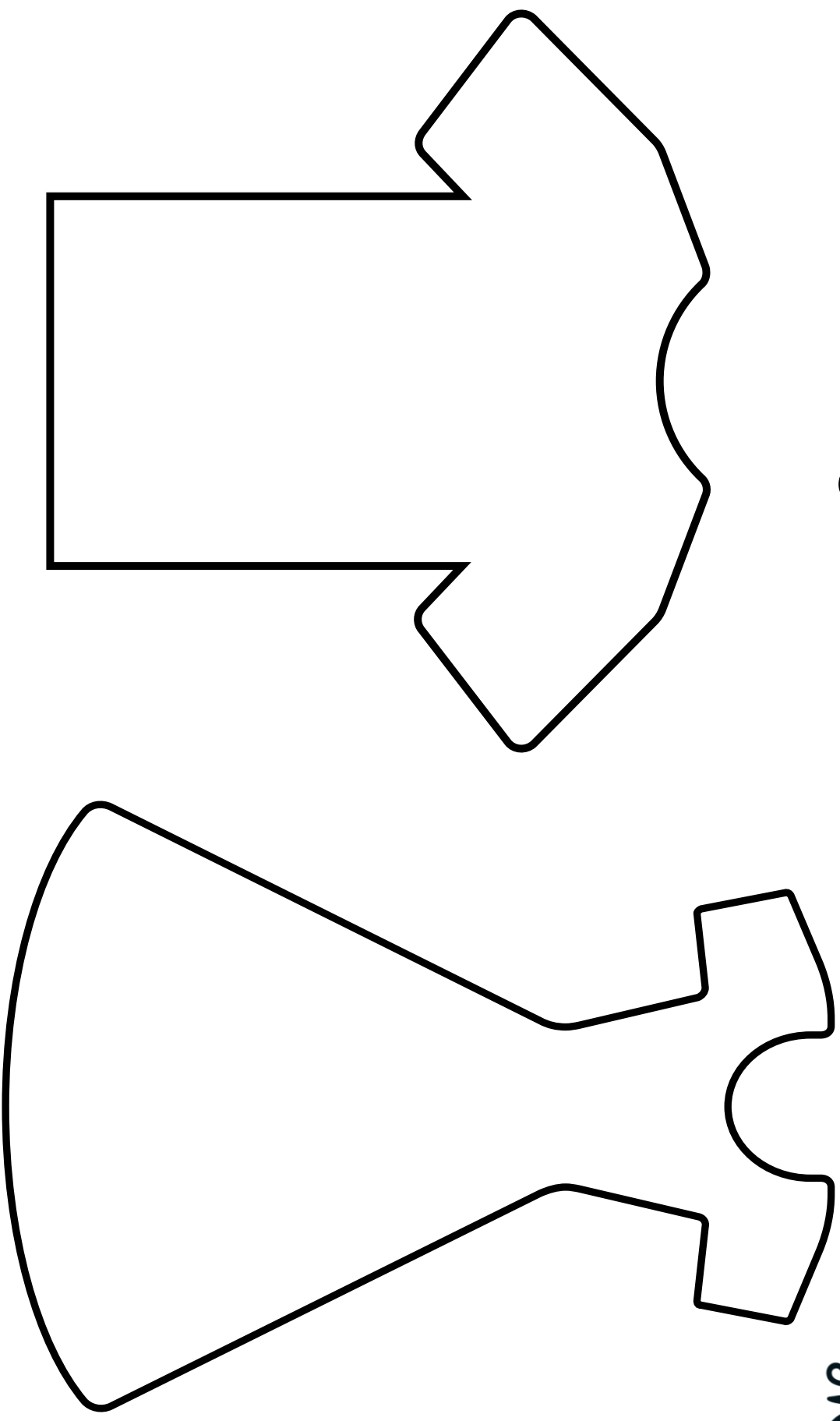
Have a Go... Dressing Up



Print this stick-figure, and the clothes on the next page. Cut out the clothes and dress your figure ready for a holiday!



Have a Go... Design Your Own



Design your own dress or t-shirt. Use paint, pens or collage to decorate these plain garments.

Have a Go... Wordsearch

Find as many of the fashion-related words below as you can. Don't forget, the words might go diagonally, or even backwards!

P	R	V	M	B	Z	Y	S	F	G	E	C	M
A	E	R	E	P	P	A	D	M	P	L	U	T
T	N	S	N	L	E	D	O	M	O	M	G	P
C	G	T	S	C	K	I	V	T	N	A	S	Z
H	I	Y	W	I	H	L	H	D	B	O	E	K
W	S	L	E	S	X	I	A	D	I	T	M	E
O	E	I	A	Z	N	B	N	W	A	J	Q	B
R	D	S	R	G	U	A	W	O	T	B	K	O
K	B	H	W	T	H	A	B	U	S	A	A	R
S	W	T	T	N	L	H	E	A	J	I	C	D
A	I	O	T	S	T	I	T	C	H	E	D	R
D	N	F	E	C	A	S	U	A	L	I	I	A
S	D	E	R	O	L	I	A	T	W	I	A	W

Menswear
 Model
 Wardrobe
 Casual
 Patchwork
 Dapper
 Stitched
 Tailored

Clothing
 Catwalk
 Handbag
 Chinos
 Buttons
 Designer
 Stylish