

Marking Moments

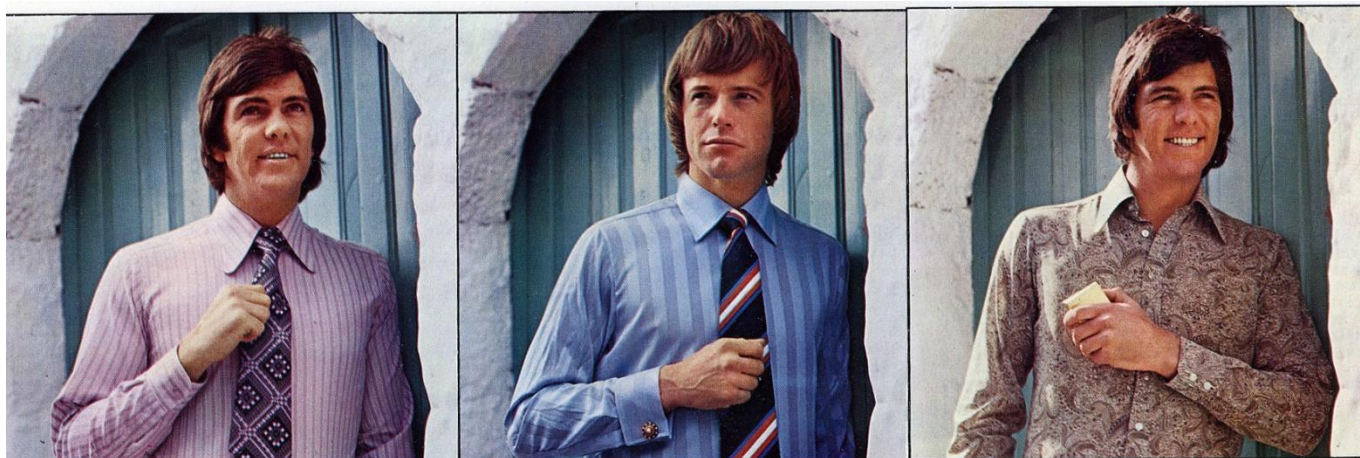
Your newsletter from the
M&S Archive

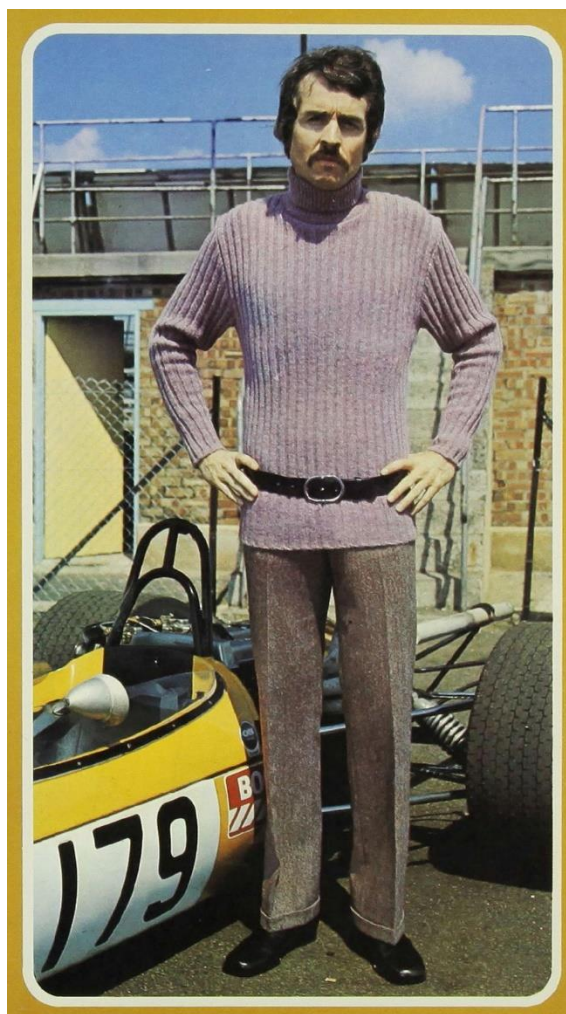
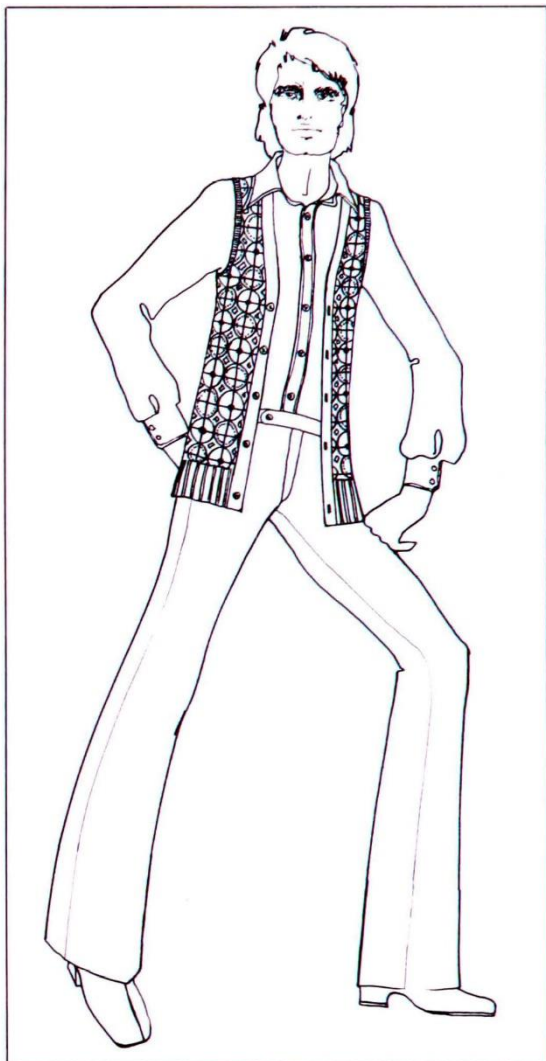
November 2022

From flares and huge collars, to tank tops and kipper ties, this issue we take a look back at the 1970s – a decade of style!

2-13 **From the Archive** - Images from the 1970s

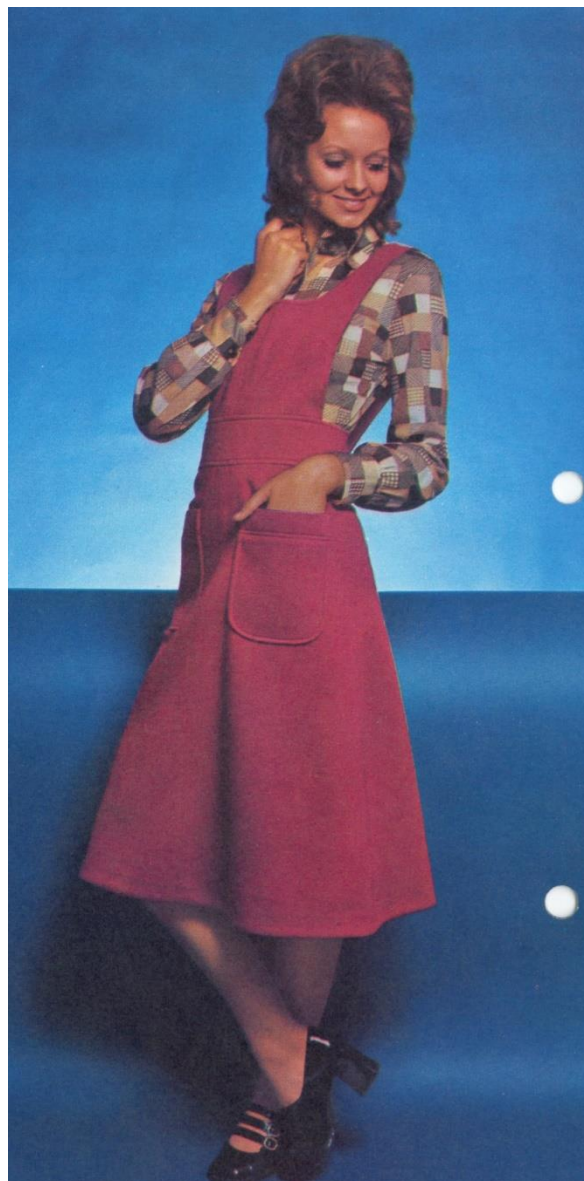
14-17 **Have a Go** – 1970s themed activities for you to try





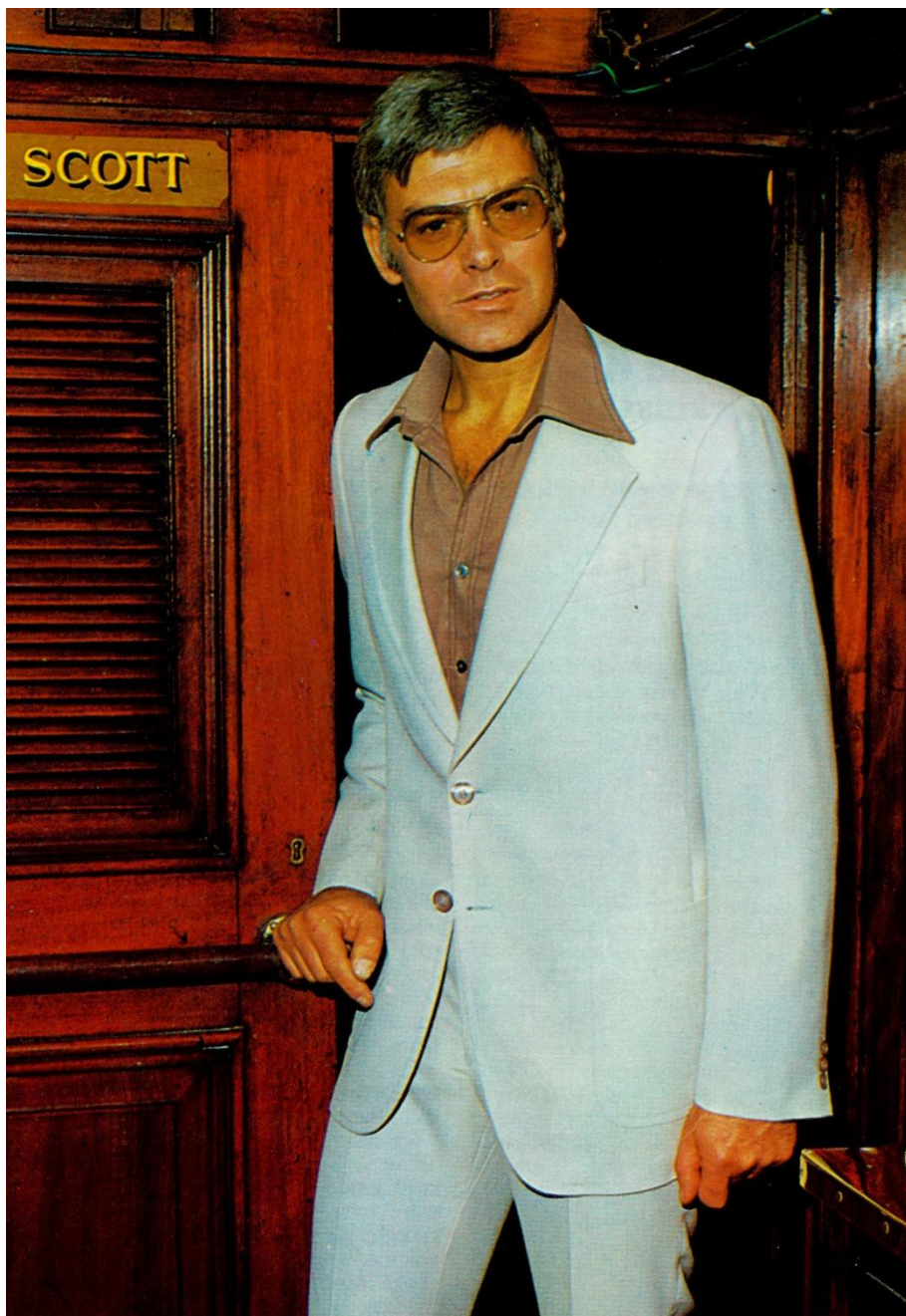
Young St Michael for Men, 1970

The Young St Michael range was launched by M&S in 1970, and promised 'Trendy clothes for all'. The men's collection included deep collared shirts with matching scarf ties, slim fitting knitwear and velvet look or jacquard flared trousers.



Young St Michael for Women, 1970

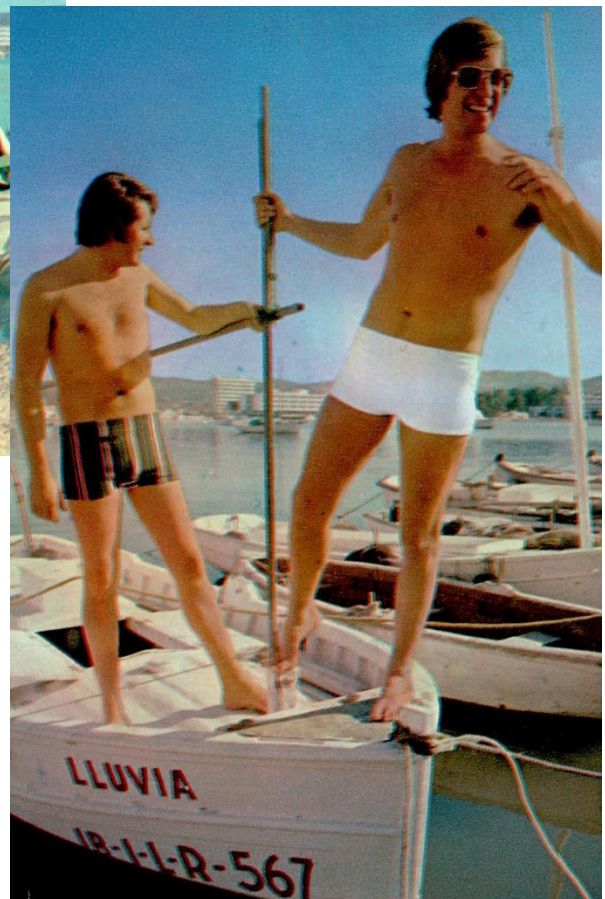
The Young St Michael range for women included lots of midi and maxi length skirts as customers moved away from the mini-skirt trend of the 1960s. These women wear pinafore dresses, with shirts underneath – a popular look at the start of the 1970s.



White Suit, 1977

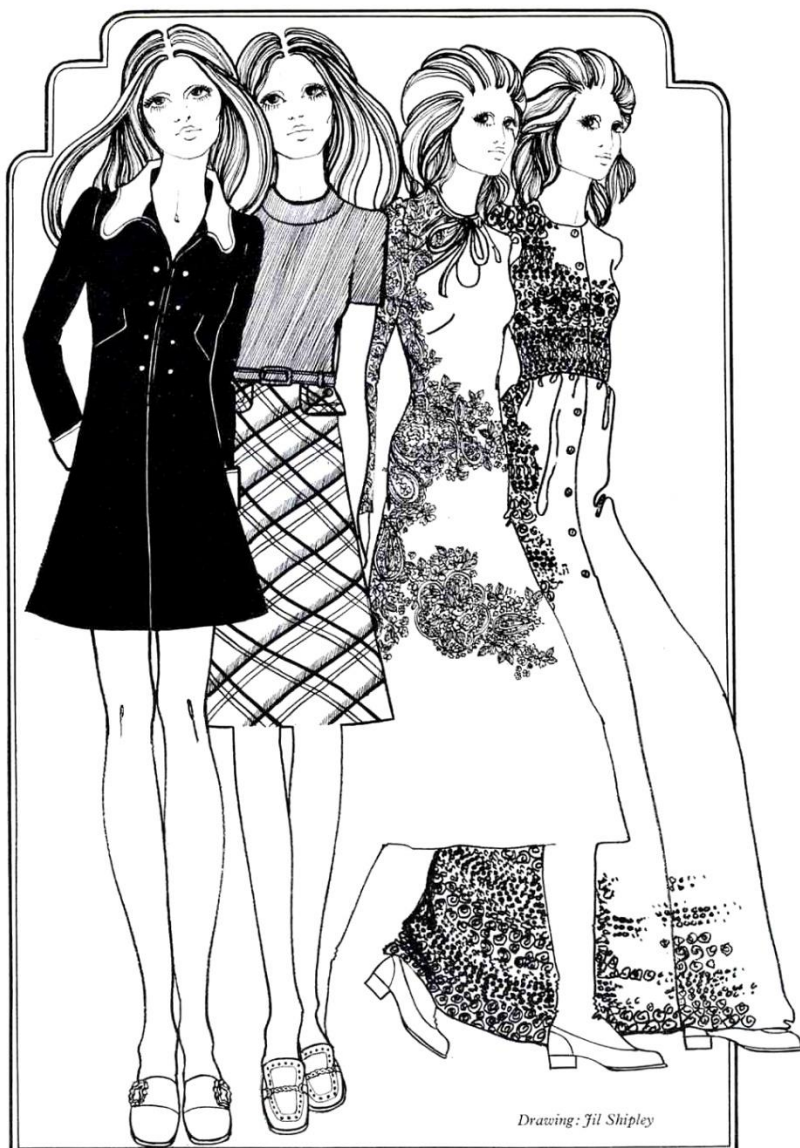
M&S started selling men's suits in 1972. As a new range they were trialled in just a few stores first, then by 1974 over 100 stores had a suit department.

This man wears a white suit with a large open collar – very popular in the 1970s!



Men's Swimwear, 1971

Men's swimwear became more colourful in the 1970s - we saw more prints and bold colours in men's trunks. Customers could coordinate their look with matching shirt and trunks.



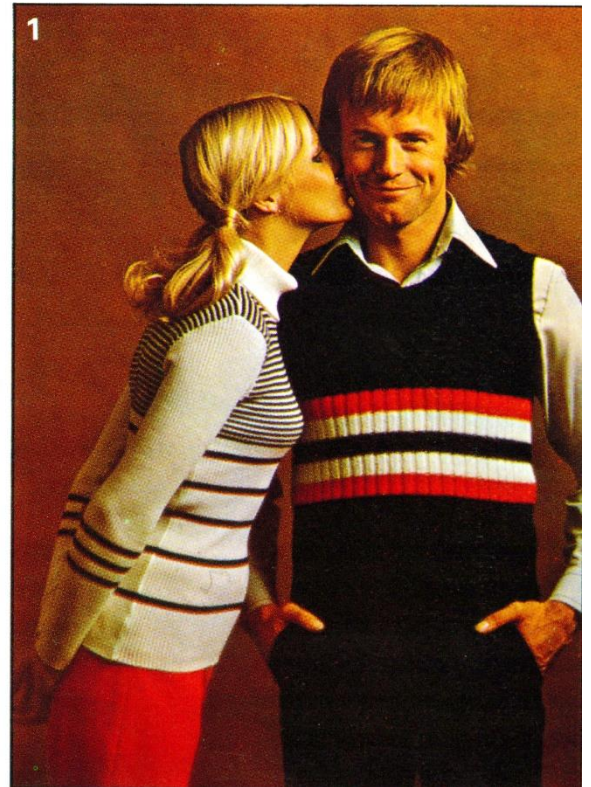
Womenswear, 1970

This illustration shows the range of skirt lengths available at M&S in 1970. The illustration was done by artist Jil Shipley, you might recognize her style – her illustrations featured regularly in Jackie Magazine.



Partywear, 1970s

These maxi-dresses were advertised as perfect party wear. The dress on the left has a bold paisley print influenced by designer Emilio Pucci, the dress on the right is a kaftan style – very dramatic when the wearer raises their arms!



Knitwear, 1972

In 1972 M&S developed machine-washable wool, making it much easier for customers to look after their woollen garments. The man on the right wears a Shetland wool tank-top that would have cost £2.25., while the woman wears a Botany wool jumper, costing £2.70.



Mountaineering in St Michael, 1970

This photograph shows mountaineer Michael Thompson trying on a jumper in M&S. He was about to embark on an expedition with Chris Bonington to the top of Annapurna in Nepal. Michael chose knitwear for the whole team, including three jumpers each, all to be worn at the same time!



Decimalisation, 1971

Decimal Day in the United Kingdom and Ireland was Monday 15 February 1971. The top photograph shows new decimal tills being installed in Marks & Spencer, as a TV camera crew film the action. The bottom photo shows a man changing a price sign from shillings to the new pounds and pence.



Embroidery, 1970s

These embroidery samples were designed by a lady called Margaret Nash, who worked in the M&S Design Department in the early 1970s. These bright, colourful designs appeared on womenswear and children's clothing.

The best idea since frozen foods...

St Michael frozen foods



Frozen Food, 1972

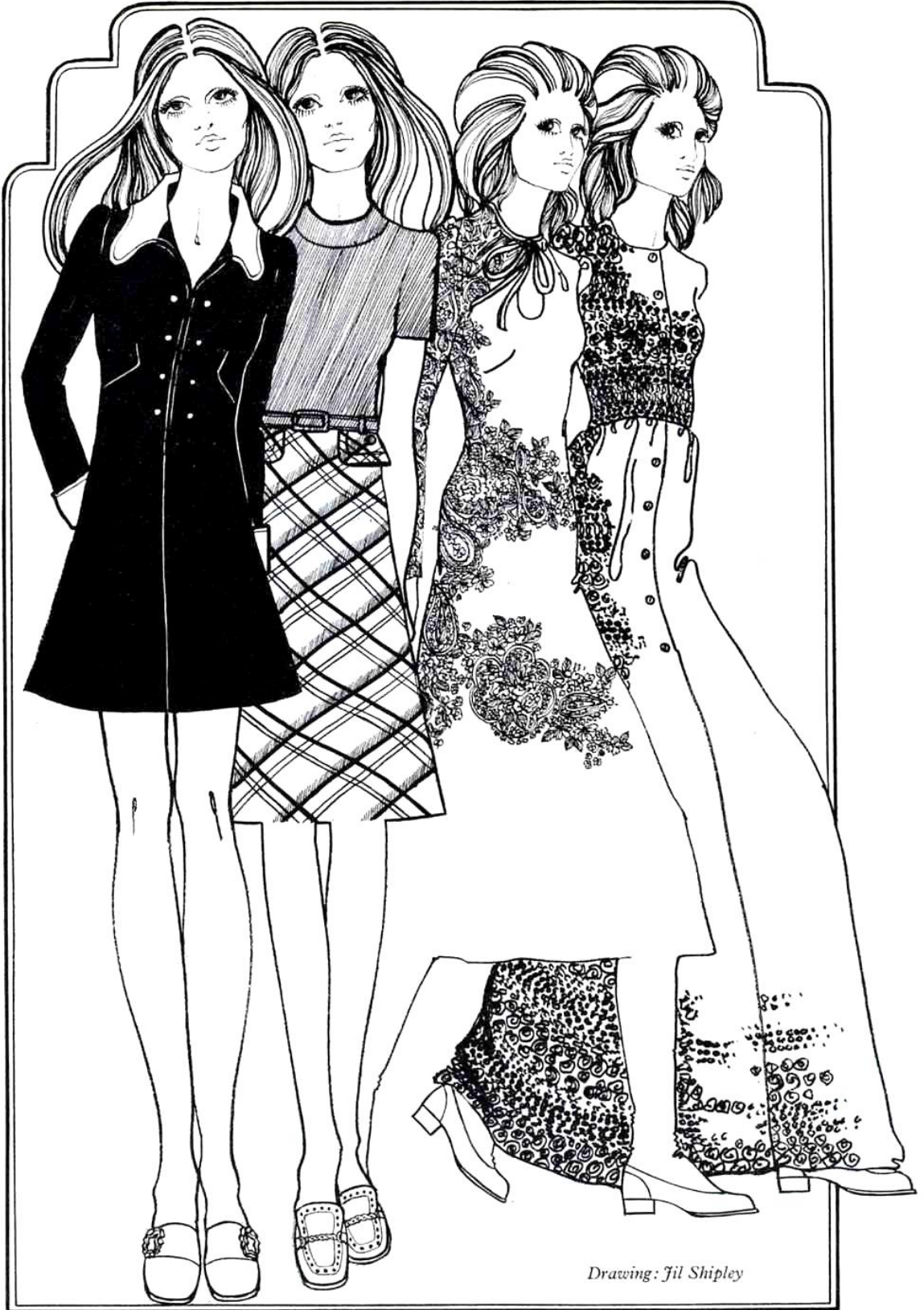
This advert promoted the new range of frozen food at M&S. As more people were buying household freezers, we started selling ready meals to fill them. Many of these meals were boil-in-the-bag for added convenience!



Homeware, 1973

These bright, bold patterns were very popular on M&S homeware in the 1970s. Customers could buy matching trays, chopping boards, placemats, oven gloves and aprons. The tray cost £1.80, the oven gloves were 60p.

Have a Go... Colouring



Have a Go... Quiz

Find the answers to these 1970s-themed questions on the next page

1. Which real West Yorkshire town is the Last of the Summer Wine series filmed - Holmfirth, Hebden Bridge or Hemsworth?
2. Bridge Over Troubled Water was the final album of which folk-rock duo?
3. Can you name the four main characters on The Good Life?
4. What important financial event happened in the UK in 1971?
5. What was the biggest selling car of the 70s?
6. Which 70s sitcom was about a father-and-son rag-and-bone business?
7. What was the best-selling film soundtrack of the 1970s in the UK?
8. It arrived in 1976 and could fly at 2,100 kilometres per hour, what was it?
9. What are the surnames of the Two Ronnies?
10. Which U.S. President resigned in 1974?

Have a Go... Quiz

Answers

1. Holmfirth
2. Simon and Garfunkel
3. Tom, Barbara, Jerry and Margo
4. We went from shillings to pounds, and went decimal.
5. Ford Cortina
6. Steptoe and Son
7. Saturday Night Fever
8. Concorde
9. Ronnie Corbett and Ronnie Barker
10. Richard Nixon

Have a Go... Wordsearch

Find as many of the 1970s words below as you can. Don't forget, the words might go diagonally, or even backwards!

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

Boogie

Concorde

Cortina

Crimplene

Decimalisation

Disco

Flares

Groovy

Jubilee

Platforms

Polyester

Psychedelic

Punk

Strikes