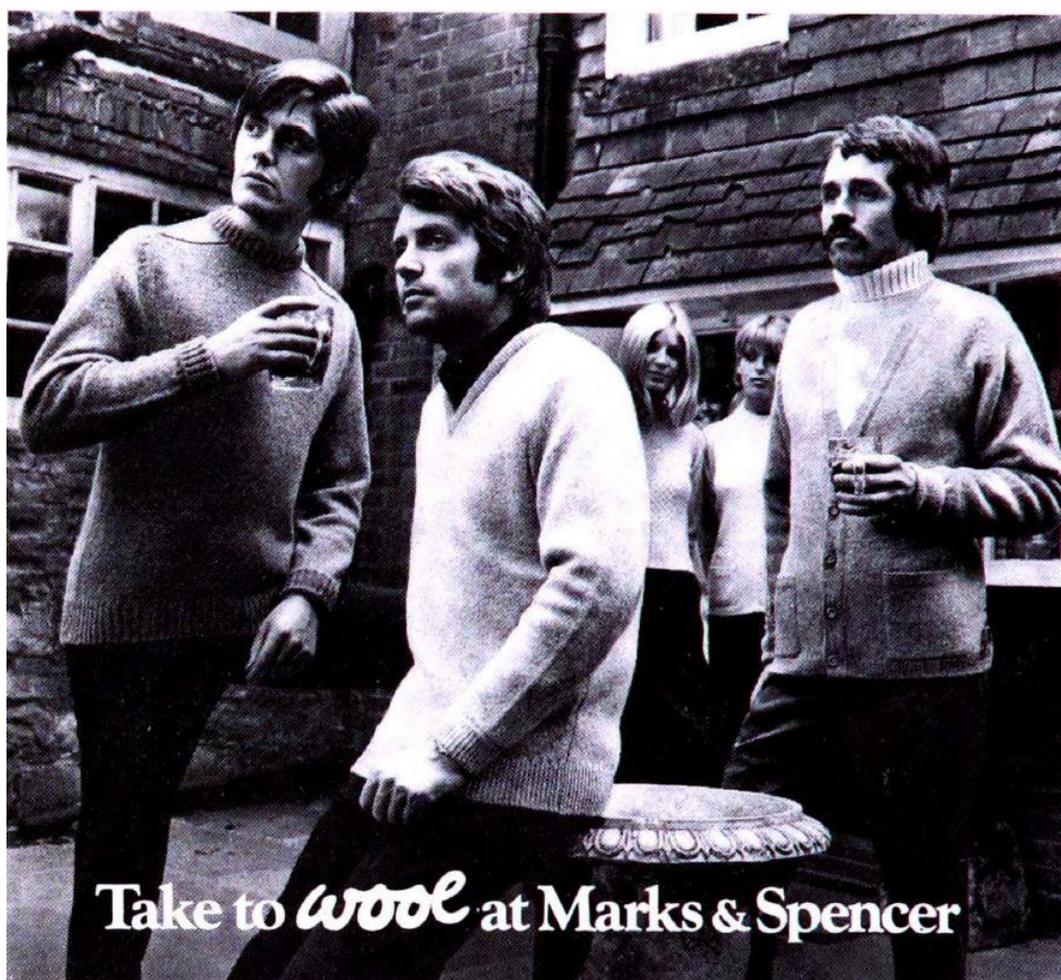
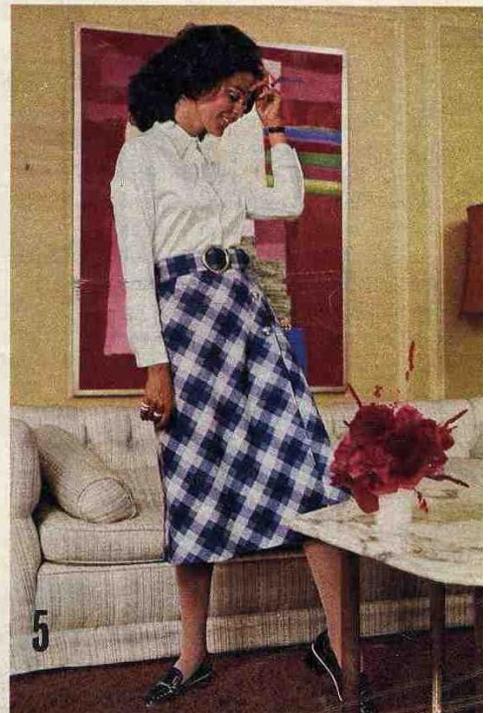
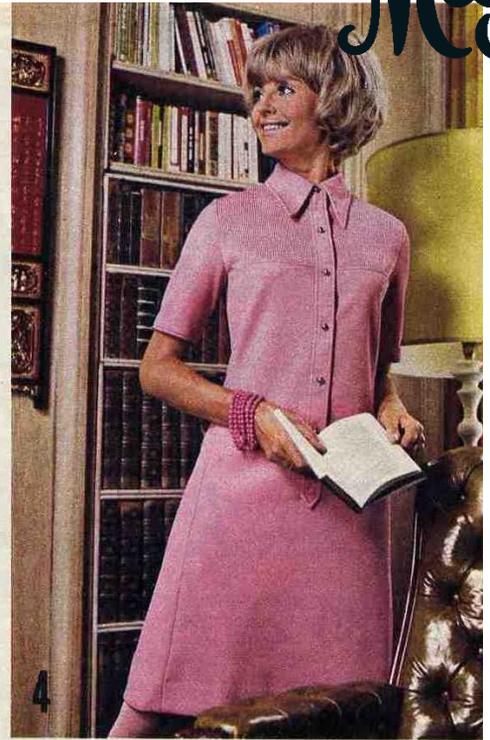


M&S ARCHIVE

Reminiscence Image Pack

The 1970s

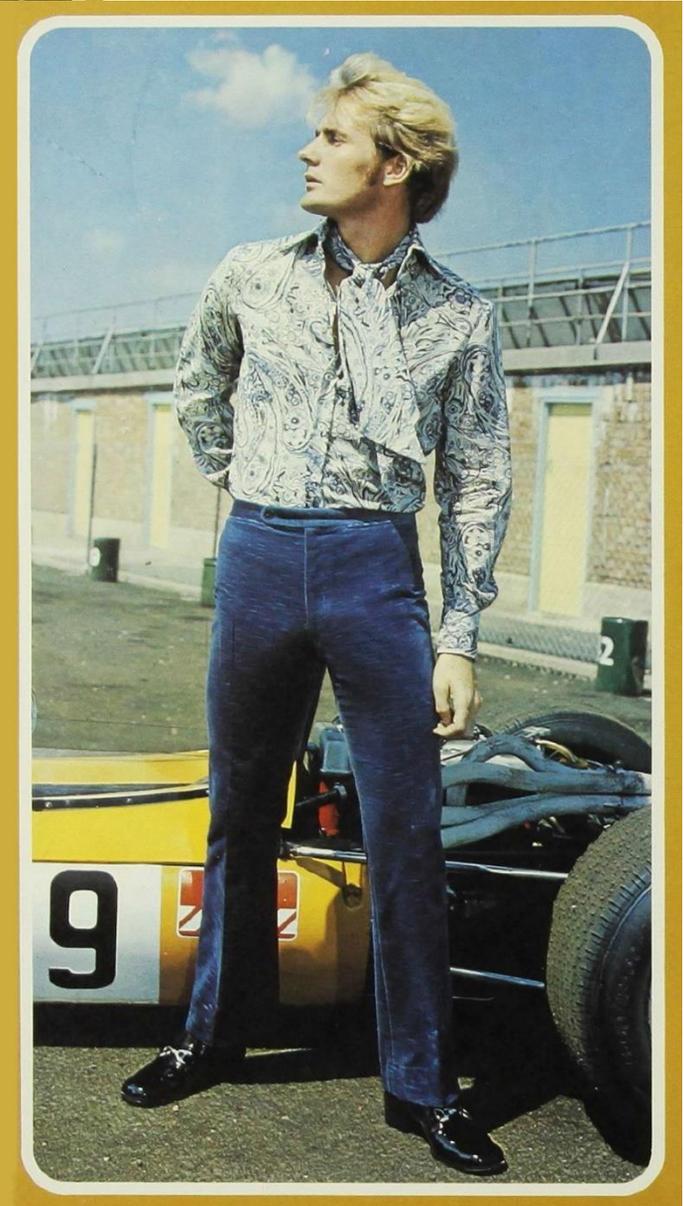
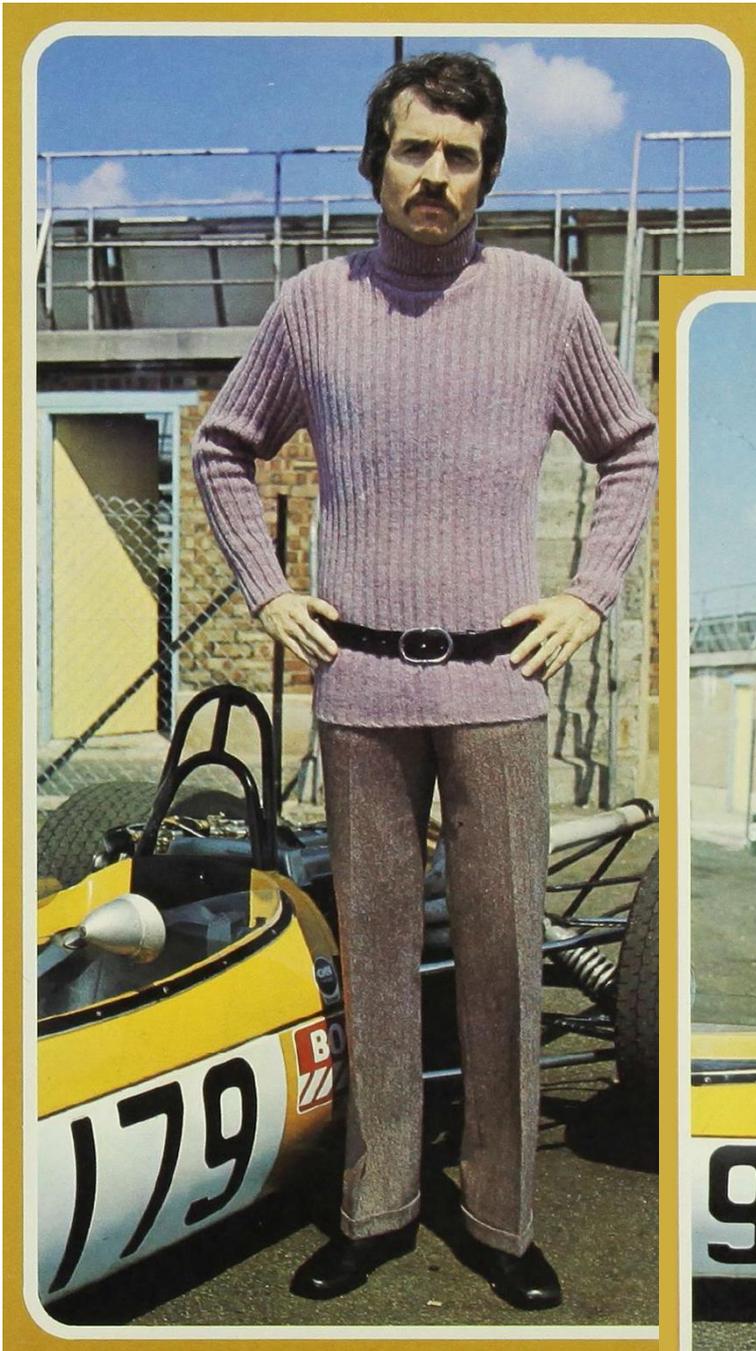




Womenswear, 1970

This photograph advertises our womenswear range. Tunic tops with matching trousers, and smart shirt dresses were perfect for work or home. Hemlines lowered in the 1970s and midi-skirts like this checked version were popular.

M&S



Menswear, 1970

These outfits are taken from a catalogue advertising the Young St Michael range for men – the range was aimed at the younger customer. The navy velvet flares cost £5 15s and the lilac Shetland wool polo neck cost £2 15s.

M&S



Swimwear, 1971

More people were taking package holidays abroad, so would have needed new swimwear for the occasion. We advertised our 1970s swimwear in exotic locations. Men's trunks came in a range of bright colours. The checked shorts with matching shirt cost £4.25.

M&S



Swimwear, 1971

Bikinis became more popular in the 1960s, and in the 1970s these coordinating three-piece outfits were in style. Lycra became more popular for swimwear after it was used in swimsuits at the 1972 Olympics. Bold floral prints began to appear on everything from underwear to curtains.

M&S

'Crimplene' Time

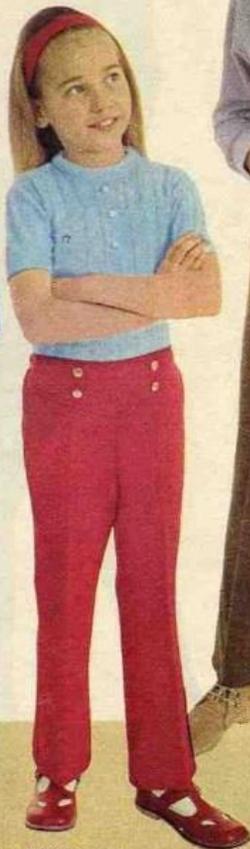
with

St Michael ...

Look for the
'Crimplene' name
on the
St Michael
label



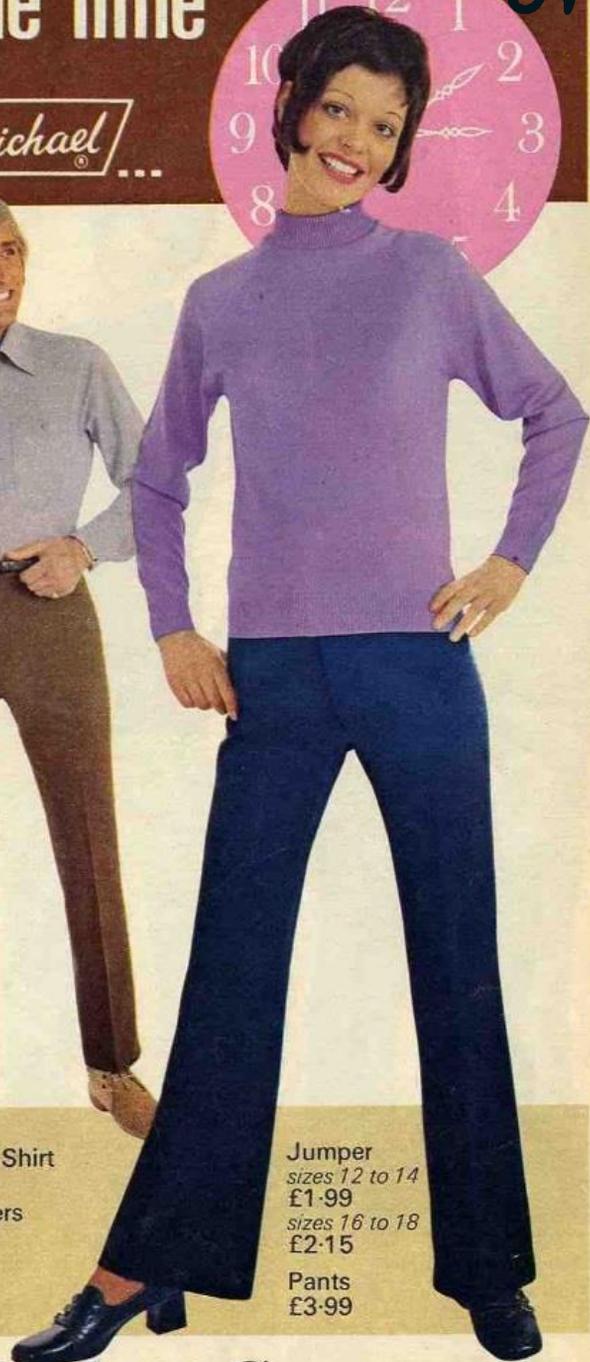
Dress
for ages 2 to 4
£1-99



Children's
Pants
£1-50 to £2-75



Man's Shirt
£3-25
Trousers
£5-50



Jumper
sizes 12 to 14
£1-99
sizes 16 to 18
£2-15
Pants
£3-99

Crimplene
Registered trade mark of I.C.I.

*This leaflet
will make
shopping easier*

... at **Marks & Spencer**

Crimplene Time, c1974

Crimplene was developed by ICI at their Crimple Valley factory, near Harrogate. It didn't crease or need ironing, and washed well without fading. The lady wears flares and chunky block heeled shoes.

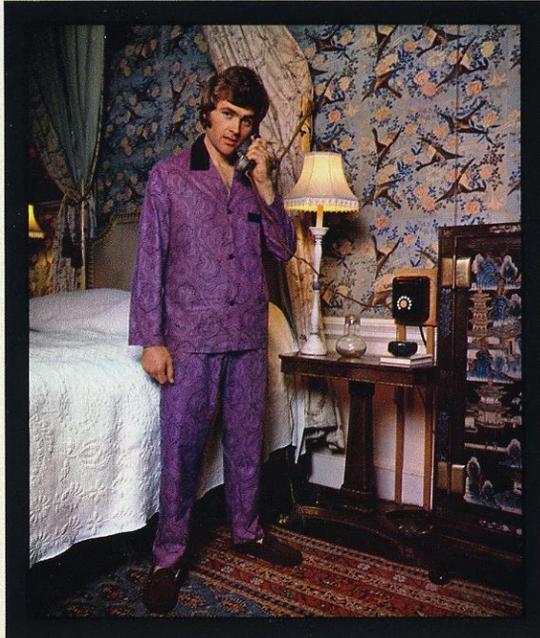
M&S



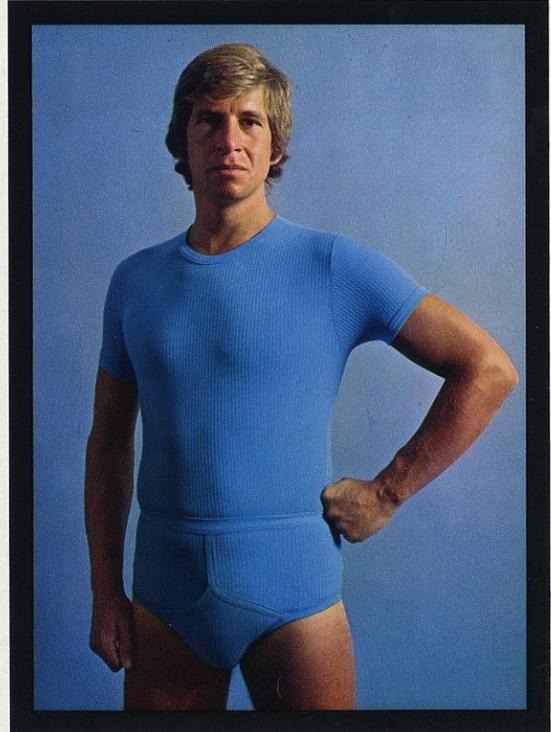
Menswear, 1970

Although synthetic fabrics were still popular in the 1970s, natural fibres such as wool and cotton were in demand. Two years after this photograph was taken we introduced machine washable wool, making wearing wool much easier. These men model their knitwear in a beer garden.

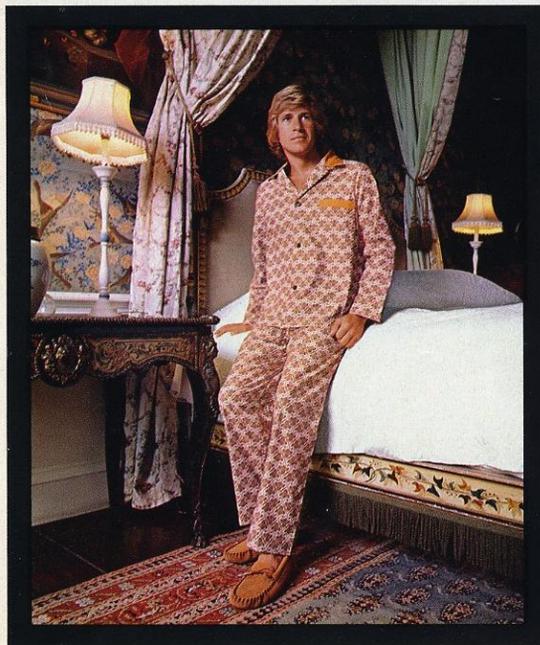
1. Cotton pyjamas £2.35. Orlon lined slippers £1.37. 2. Cotton winceyette pyjamas £2.55. Orlon lined suede moccasins £1.95. 3. Stretch nylon shirt 73p, with matching stretch nylon briefs 49p. Both available in a range of colours. 4. A selection from the colourful range of men's stretch nylon hipsters—plain 41p, prints 49p.



1



3



2



4

8

Pyjamas and Underwear, 1971

Bright patterned fabrics were often used in menswear as well as women's clothing in the 1970s. Underpants were available in a huge choice of colours and patterns and cost between 41p and 49p. These men model their pyjamas in the bedroom of a stately home.



Partywear, 1974

This couple are enjoying a drink at a party, looks like they haven't noticed Father Christmas behind them! The pair wear typically 1970s clothing – the man is wearing a black velvet jacket, the lady wears a full-length kaftan dress.



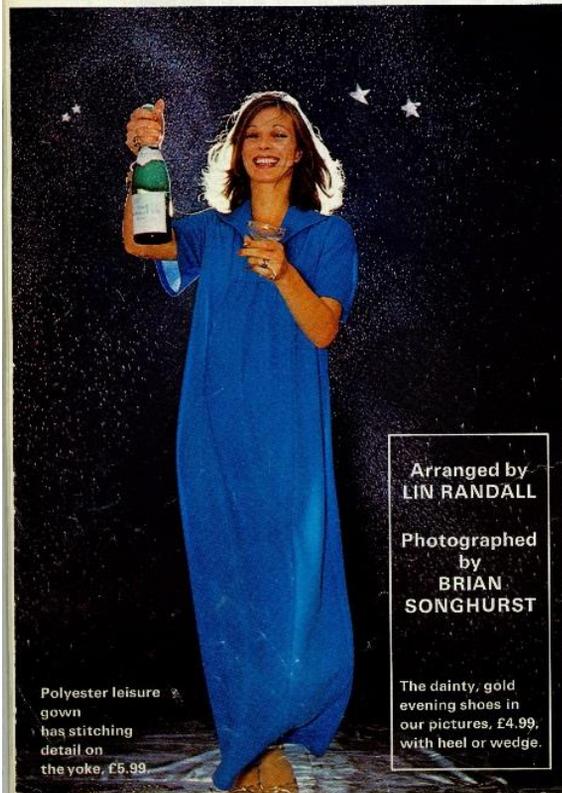
— fashion for sparkling evenings

Kimono-style polyester dress, £5.99. Finest polyester blouse with bat-wing sleeves, £4.99, is teamed with sleek velvet skirt, £9.99.



Creamy, mexican-style polyester dress with ruche waist, £5.99.

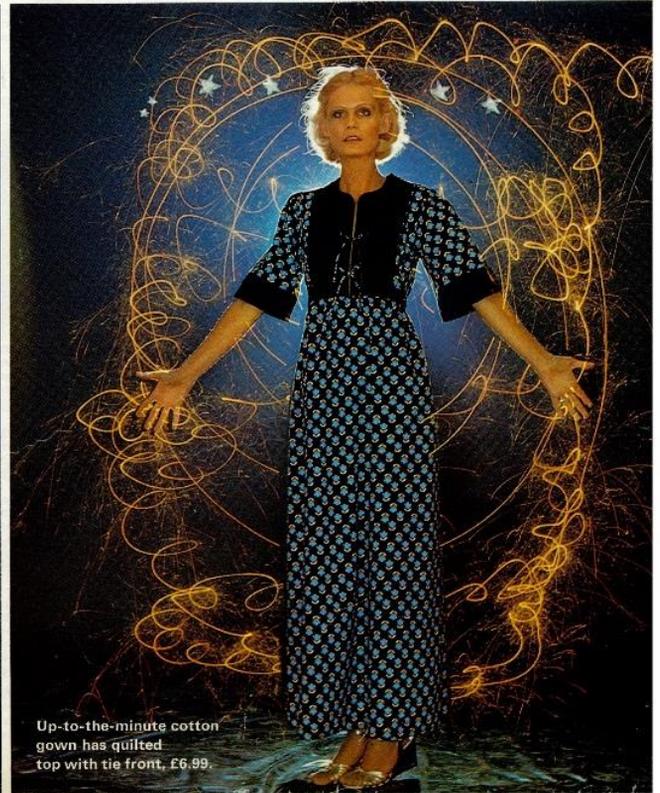
Pretty, tiered polyester blouse with elasticated waist, £4.99. Velvet skirt, £9.99.



Polyester leisure gown has stitching detail on the yoke, £5.99.

Arranged by LIN RANDALL
Photographed by BRIAN SONGHURST

The dainty, gold evening shoes in our pictures, £4.99, with heel or wedge.



Up-to-the-minute cotton gown has quilted top with tie front, £6.99.

Partywear, 1975

These models are celebrating in style! Hemlines lengthened in the mid-1970s and maxi-dresses were all the rage. Most of these dresses are made from polyester, the models wear them with gold evening shoes costing £4.99.



Childrenswear, 1973

This childrenswear mirrors adult fashions of the time. The boy's high-waisted flared trousers and dog-ear collared shirt are similar to those worn by men at the time. The girl wears t-bar shoes – a child's shoe popular since the 1920s.

The best idea since frozen foods...

St Michael frozen foods



Frozen Food, c1975

M&S have sold food ever since the early days of the business when we sold where we sold sweets and biscuits in our Penny Bazaars. In the 1970s more customers began to own household fridges and microwaves, so we began to sell ready meals and frozen food.

M&S



the
SELL BY
date
means that

St. Michael[®]

foods
ARE fresh!

Sell By Date, 1972

The M&S Food Technology Department introduced 'sell-by' dates to wrappers to help keep food at its best. The innovation was adopted by other retailers and eventually became a legal requirement.

M&S



SOMETHING NEW FROM
MARKS & SPENCER

St Michael

**Frozen
Indian Foods**

Chicken Korma with rice
A mild chicken curry cooked with
yoghurt and ground almonds

Roghian Toshi with rice
A medium-strength lamb curry
cooked with selected spices

Pork Vindaloo with rice
A very hot aromatic pork curry

Mixed Vegetable Curry
A medium-strength curry made from
tomatoes, green beans, potatoes and carrots

Frozen Indian Meals, c1974

Foil-wrapped, boil-in-the bag, 'convenience foods', such as Ravioli, were introduced in the 1970s. Package holidays began to offer more people in the UK the chance of affordable travel abroad. M&S food ranges began to reflect the public's interest in new cuisine, such as a new range of frozen, Indian dishes that includes chicken korma and pork vindaloo.

M&S



Home Furnishings, 1972

The Home Furnishings Department opened in 1970, including towels, rugs, sheets, bedspreads and throwovers. These photographs show a bedroom and bathroom with lots of bright colours and patterns!