

M&S ARCHIVE

Reminiscence Image Pack

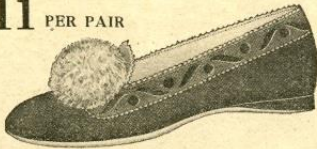
Autumn



SLIPPERS in ALL VARIETIES

"Every pair British Made"

1/11 PER PAIR



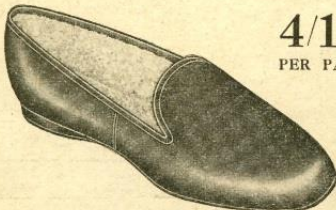
Ladies' Felt Kopy. No. A60/120. State colour. Brown, Green, Red and Blue. Padded Sole and Heel.

1/11 PER PAIR



Children's coloured leather slipper. No. A60/112. Warm lined. Colours: Brown, Blue, Green & Black.

4/11 PER PAIR



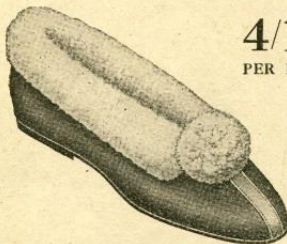
Men's Brown Calf Travelling Slipper. No. A60/113. Lambswool Fleecy Lining. Cushion Sole and Heel.

2/11 PER PAIR



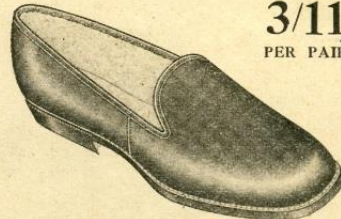
Ladies' Boudoir Slipper. No. A60/114 to 117. Made in either Art Silk or Velvet. Colours: Blue, Green and Black.

4/11 PER PAIR



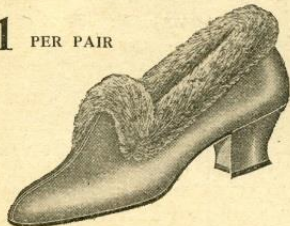
Ladies' Fawn Shearling Collar Slipper. No. A60/87. A very warm and attractive slipper.

3/11 PER PAIR



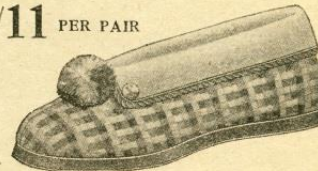
Men's Leather Velvet Albert Slipper. No. A60/118 and 119. Flexible Soles, very comfortable. Made in Black and Brown.

3/11 PER PAIR



Ladies' Coloured leather slipper. No. A60/84. Heavy Mohair Fur Edging. Colours: Brown, Blue, Green and Black.

2/11 PER PAIR



Ladies' Cosy Collar Slipper. No. A60/108/9/10. Padded Sock. Plain or Check Designs.

Obtainable at All Marks & Spencer's Stores.

Advert for Slippers, 1932

This advert appeared in a customer magazine in 1932. The Marks & Spencer Magazine contained stories, advice and adverts for M&S products. These slippers are made from leather, felt and calfskin, some have a sheepskin or shearling lining.



Display of Coats, 1940s

Shop display became more important in the 1930s and 1940s as the range of products sold by M&S increased. Here, the sales assistants have used the theme of Autumn to promote warm coats. These coats with their wide lapels and smart belts are priced at 80 shillings.



Autumnal Window Display, 1950s

This window display continues the Autumn theme. A branch with Autumnal leaves has been put in the window and the scarves are displayed to look like they are blowing in the wind. The scarves are priced at 4 shillings, the boxed handkerchiefs are 5 shillings – perfect for an early Christmas gift!

M&S

it's scarf time!



Scarf Time, 1958

This advert promoted scarves as Christmas gifts. Mohair was a popular fabric for scarves in the 1950s – made from the hair of the Angora goat. Worsted was also widely used, and most of our checked scarves were woven in Scotland.



Duffle Coats, 1950s

This display shows rails of boys' and girls' duffle coats and gabardine raincoats. The duffle coats have a quilted lining, the raincoats are lined with a smart tartan fabric. Gabardine coats were popular as school coats, and were often passed down from sibling to sibling as each child outgrew them.

M&S

St Michael

Autumn Fashions



Ever-elegant St. Michael classics. Above: Left, f/f Courtelle cardigan, 34s 11d, over matching f/f long-sleeved jumper, 32s 6d, is worn with lined all-wool tweed skirt, 49s 11d. Crochet knit nylon stockings, 9s 11d. Girl, right, wears a non-waistband wool skirt, fully lined, 49s 11d, with f/f long-sleeved botany wool jumper, 32s 6d, and matching f/f cardigan, 34s 11d. The outfit is completed by Paisley-knit nylon stockings, 6s 11d, suede lace-up shoes, 39s 11d, and chenille beret, 16s 11d.

Autumn Fashions, 1966

Wool and tweed skirts are always popular when the weather starts to turn cold. The model on the left wears paisley patterned stockings that cost 6s 11d. Her cardigan is Botany wool, another name for Merino. Botany wool was used for everything from socks and jumpers to suits and baby clothes.

M&S

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 Womenswear, 1967

This advert promotes Autumn fashions for 1967. The models wear 'mix n match' cardigans and skirts in Courtelle. The lambswool twinset cost 79s 11d. Showerproof coats are popular in the Autumn – not too warm but handy for keeping dry. The coat shown here is made from Terylene and cost 125s.

Never was autumn more warmly welcomed, or so brightly. The brand is **St Michael**



DL
ular classic.
/11d.
encer

LAMBSWOOL Classic two-piece suit, f/f with lined skirt. 12 to 20, 105s.

LAMBSWOOL Flattering lines, delicately blended colourings. *Left:* F/f and shaped at waist for perfect fit. *Right:* F/f, front ribbed style. Both 12 to 18, 69/11d.



HIS and HERS. *Left:* Man's f/f style in lambswool. Chest 36 to 42, 52/6d, 55s. *Right:* Girl's f/f shetland sweater. 12 to 18, 42/6d, 45s.



HERS and HERS. New autumn f/f lambswool cardigans. *Left:* With cabled front. *Right:* With raised collar edging (top store). Both 12 to 20, 49/11d, 52/6d.



MINI-SKIRTS A mini-line. *Left:* Acrilan/wool mini-kilt. 10 to 14, 45s. f/f botany jumper. 12 to 18, 32/6d., 34/11d., chenille beret. 15/11d. *Right:* Tweed mini-skirt. 10 to 14, 45s. f/f Courtelle jumper. 12 to 18, 29/11d., 32/6d.

Autumn Clothing, 1967

Jerseywear has been popular at M&S since the 1930s. In the 1960s it was promoted as warm, practical and fashionable. We even advertised that customers could cut their jersey skirt to any length and it wouldn't need hemming!

Casual or formal **St Michael** the man's choice
for style and comfort

St Michael is the brand name of Marks & Spencer



KNITWEAR's new look includes the f/f wool cardigan (right) with narrow stoling edge, a development of the classic cardigan. Both styles available, 38 to 44, 70s., 75s. Checked twill shirt, 29/11d.; cavalry twill trousers, 79/11d. *Left:* Lambswool cardigan f/f, 36 to 44 in., 57/6d., 62/6d.; white nylon pique shirt, 29/11d., and Terylene/worsted trousers, 79/11d.



SHIRTS have taken on a different dimension. The striped style (above) shows a new approach to nylon, at 32/11d. *Below:* A cotton shirt from the colourful New Look range. Nylon New Look styles have bluff-edge collar, standard shirt front. Both nylon and cotton shirts, 29/11d. A machine-washable shirt in cotton is now available in white and pastel shades, 27/11d.

TIPPED styling is one of the major developments in men's knitwear. This f/f lambswool pullover, 36 to 42 in., 42/6d., 45s., is a popular design. Other tipped pull-overs to be introduced will include a f/f polo-neck style in shetland wool.



SUPERSOFT winceyette, the colourful approach to winter. *Below, left:* stripes in Vincel cotton. *Right:* Multicolour prints in cotton. Both 32/11d. (Supersoft winceyette in single-colour prints—men's 29/11d., boys' 15/11d. to 23/11d.). Nylon pyjamas (not shown) in stripes and pique effects, 45s. and 39/11d. Boys' 22/6d. to 32/6d.



Autumn Menswear, 1967

These men wear Terylene trousers and lambswool cardigans. Their narrow leg trousers and black leather shoes are typical of the 1960s. The pyjamas advertised here are made from winceyette – a warm yet breathable cotton. These colourful pyjamas would have cost 32s 11d.

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Have a beautiful Autumn. In clothes that look after themselves. D 413

Shirt £2.50 Jumpers £2.60 All skirts £2.99

Long cardigan £3.99 and Pants £3.25

Pinafore dress £4.99 and Jumper £2.60

This Autumn, among the fashions at Marks & Spencer, there's a range in a beautiful new material—double jersey made from worsted-spun Courtelle. Like all St Michael clothes, they've been made with the utmost care, right down to the last button and the last stitch. And thanks to worsted-spun Courtelle, (exclusive to Marks & Spencer) they're completely machine-washable.

You can toss them into the tub time and time again. Their colours will still sing out. They'll keep the shape they started with. And they'll feel as good as new. Come along to Marks & Spencer and see them for yourself. After all, they have something that's rare in fashions at present. A future.

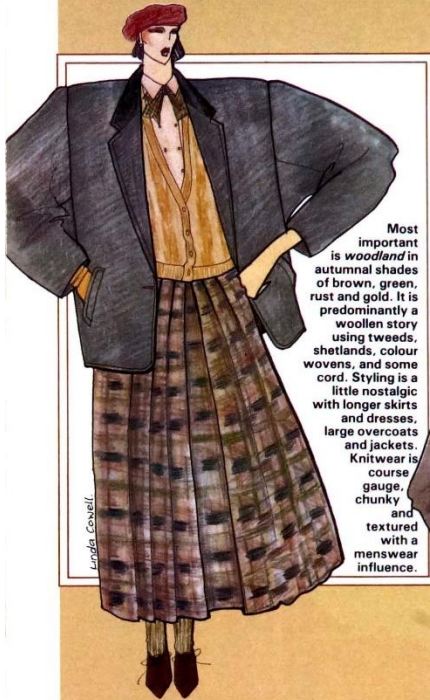
St Michael **COURTAULDS Courtelle**

A Beautiful Autumn, 1973

This magazine advert promotes Courtelle, an acrylic fabric made by Courtaulds. Courtelle was easy to wash and didn't fade, so it was popular with customers. The pinafore dress on the right cost £4.99.

Outlook: warm for winter, darker evenings, becoming bright, mainly shady —

Fashion four-cast



Most important is *woodland* in autumnal shades of brown, green, rust and gold. It is predominantly a woollen story using tweeds, shatlands, colour wovens, and some cord. Styling is a little nostalgic with longer skirts and dresses, large overcoats and jackets. Knitwear is coarse gauge, chunky and textured with a menswear influence.

Lynda Coxell



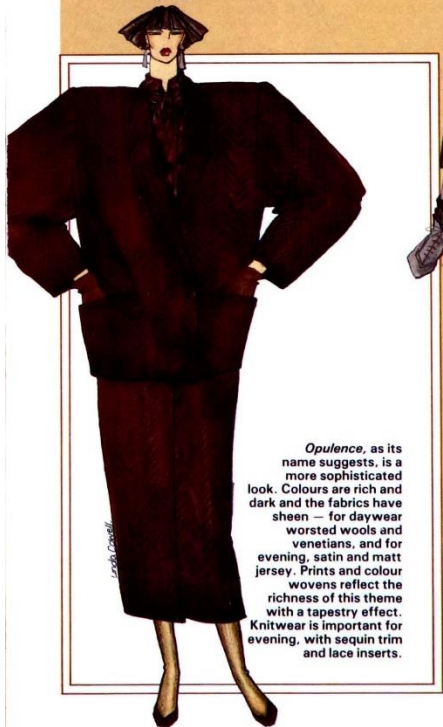
Workwear is a young, casual story, mainly in cotton fabrics made warmer for winter with brushed finishes, wadding and fur-type linings. The fabrics have been pre-washed to give a softer handle and knitwear echoes the washed down look with important workwear features like cover seaming and pocket details. These garments are put together in casual layers with classic styled shirts over jumpers or T shirts, and under the larger silhouette jackets. There are bigger, roomier trousers, jeans style skirts or longer circular skirts. Marl tights, and rolled down socks complete this look — in grey colours.



Lacquer brights, is bright primary colours mixed with black, in knitted fabrics for leisurewear. Black leather is also important. Styling is simple and leisure orientated, with brightly coloured knitted gloves, scarves and hats, worn with flat leather pumps.

Lynda Coxell

Preview of the main fashion looks for the coming autumn



Opulence, as its name suggests, is a more sophisticated look. Colours are rich and dark and the fabrics have sheen — for daywear worsted wools and venetians, and for evening, satin and matt jersey. Prints and colour wovens reflect the richness of this theme with a tapestry effect. Knitwear is important for evening, with sequin trim and lace inserts.

Lynda Coxell

Womenswear, 1984

This article from a staff magazine shows the upcoming fashions for Autumn 1984. The article gives four main trends — Opulence, Workwear, Woodland and Lacquer Brights.



Autumn Leaves, 1985

Autumn Leaves kitchenware was very popular at M&S in the 1980s, in fact many people still use it today. Customers could buy everything they needed for their kitchen from the range including breadbins, placemats, aprons, oven gloves, even matching tiles!

M&S



Men's coats, 1985

Autumn brings coat weather – these photos show models wearing M&S coats in 1985. The black coat is made from leather and cost £199, the sheepskin coat on the left looks more cosy though!