Case Study: Celebrating 125 Years campaign



2009 - Window display planning for clothing and food



2009 - M&S designers created garments inspired by clothing from the Archive



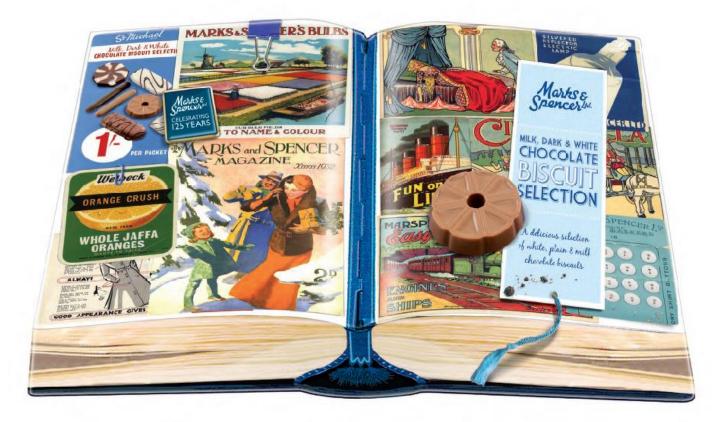




2009 - Promotional Penny Bazaar market stalls were set up in M&S stores across the country, selling a range of special products all priced at just 1 pence. This is a selection from the range. Customers queued around the block to shop for 1p!



2009 - Campaign logo in portrait and landscape formats



2009 Christmas biscuit tin design using archive imagery

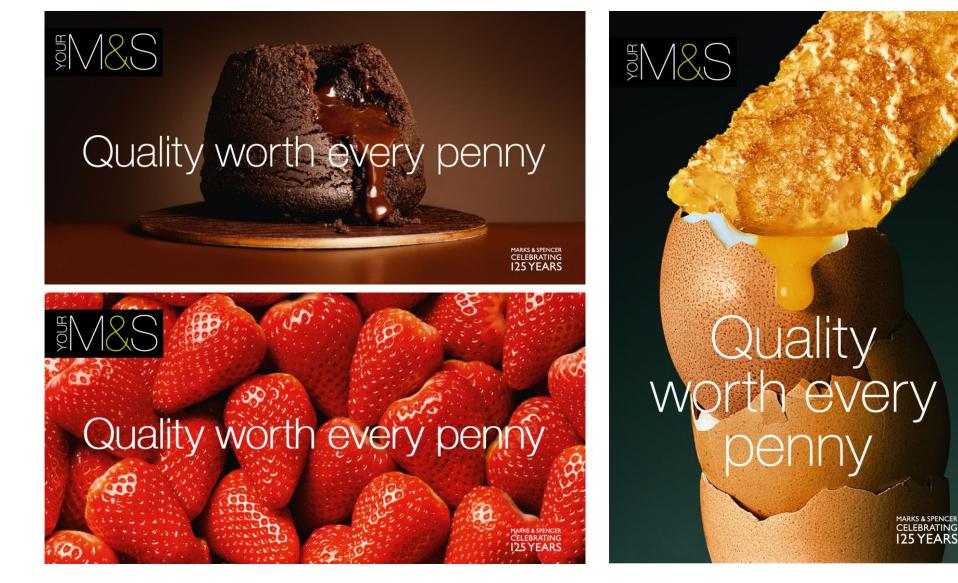
SCARF PRINTS



2009 - Celebrating 125 Years product development

- Tea towel designs from 1950s and 60s packaging ٠
- Print fabric from 1940s scarf design •





2009 - Quality Worth Every Penny campaign



2009 - Quality Worth Every Penny campaign