

M&S ARCHIVE

Reminiscence Image Pack

What We Wore



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Housecoat and overall blouse, 1940s

This garments would have been worn over clothing while doing housework or over underwear first thing in the morning or in the evening.

Lots of the clothes available in M&S in the 1940s featured bright, cheerful prints. Austerity measures meant use of fabric was restricted, so M&S invested in printed fabric design to make their clothing stand out on the high street.



Utility Scheme label, 1940s

Introduced in 1942, the Utility Scheme ensured customers could buy well designed, good quality garments at controlled prices, at a time when clothes were rationed. This mark could also be found on furniture during the 1940s.

Rigmel was a shrunk cotton fabric.



Dress, 1940s

This dress has the Utility Scheme label sewn into it, meaning it was made to the strict standards set out by the Board of Trade.



Cling-fit stockings, c1957

In 1957 M&S introduced seam-free stockings, and a range of fully fashioned super-fit nylons which wouldn't wrinkle around the ankle. As hemlines went up in the 1960s, we sold fewer pairs of stockings and more tights.



Floral nylon dress, 1950s

Made from Nylon this dress would have been very easy to wash and dry. With its nipped in waist and full skirt, the dress is typical of the 1950s style, which saw fashion move away from the restrictions on clothing during the war.

M&S

St Michael
REGD.

"SPECIAL"

Nylon
HIGH SPLICED
HEELS

St Michael
SPECIAL
FULL BOTANY WOOL
MADE TO OUR OWN SPECIFICATIONS
SHRINK RESISTING • COLOUR FAST

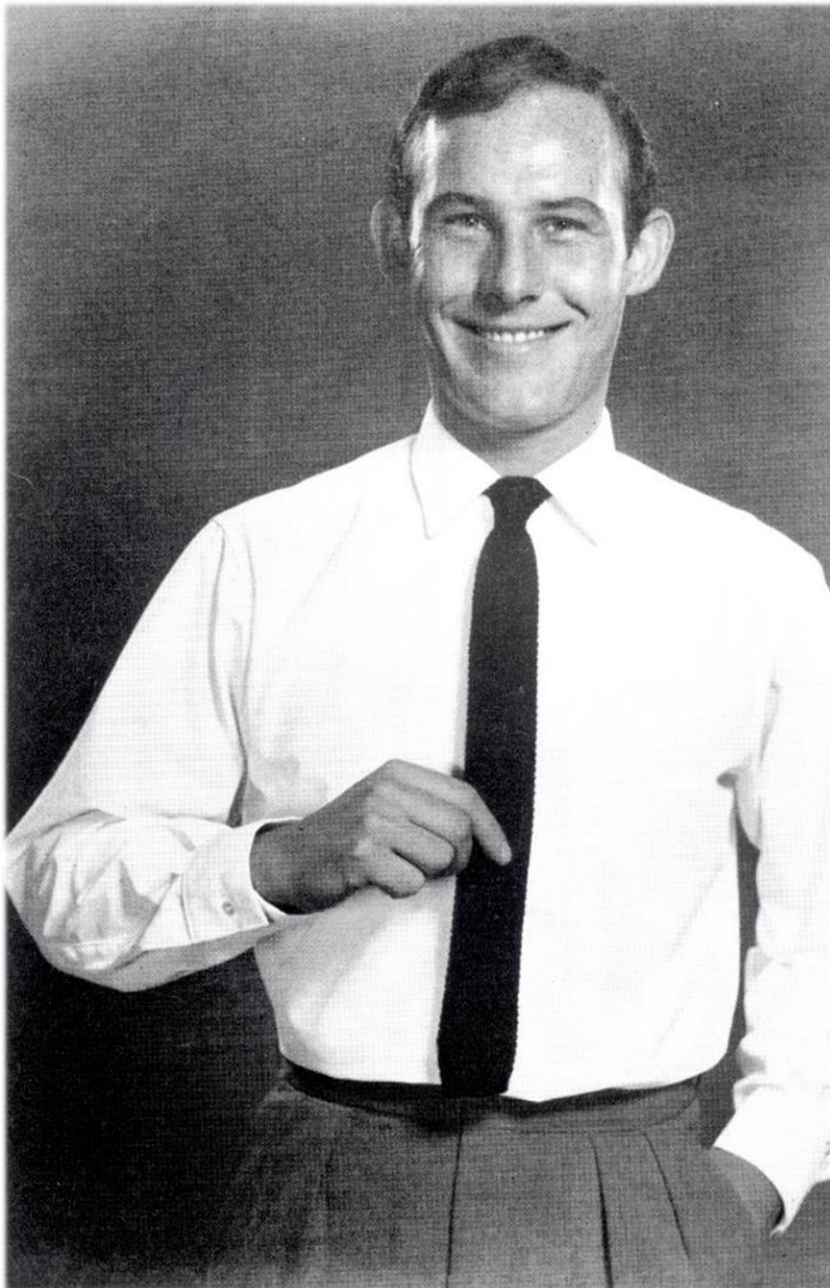
FULL BOTANY WOOL

MADE TO OUR OWN SPECIFICATIONS

SHRINK RESISTING • COLOUR FAST

Sock advert, 1953

Botany wool (another name for Merino) came from Australia and New Zealand. It was used for everything from socks and jumpers to suits and baby clothes.



Shirt with knitted tie, 1950s

This tie is made from a knitted strip of fabric – making it quite difficult to knot! During the 1950s M&S sales assistants were trained to help customers knot their ties. The shirt has a pre-attached collar, but M&S also sold collarless shirts, spare collars and studs, so men could change and wash their collars between wears.

M&S



Christmas advert, 1958

The man's jumper shown here cost 42s, the lady's jersey dress was 85s, while her apron cost 5s. The Christmas pudding was sold for 2s 6d, and mince pies were available for 1s 2d for a pack of four.

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Menswear and Womenswear, 1958

This dress was made from cotton, while the man is wearing a drip-dry shirt and Terylene trousers. M&S introduced lots of synthetic fabrics during the 1950s, all with the aim of making life easier for customers – synthetic fabrics were easier to wear, easy to care for and more hard-wearing.



Luggage, 1959

As well as clothing M&S also sold accessories like this matching set of luggage. Exotic locations or airports were used for photo-shoot locations, as more customers were taking foreign holidays.



Skirts and blouses, 1959

These skirts were made from fabric known as doobby cloth, which had more texture than standard cotton.



Clothes for all the family, 1961

This photograph advertises a new store opening. The son wear shorts, while both mum and daughter wear woollen pleated check skirts.

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Men's cardigans, 1966

These men wear Terylene trousers and Botany Wool cardigans. Their narrow leg trousers and black leather shoes are typical of this date.



Courtelle dresses, 1967

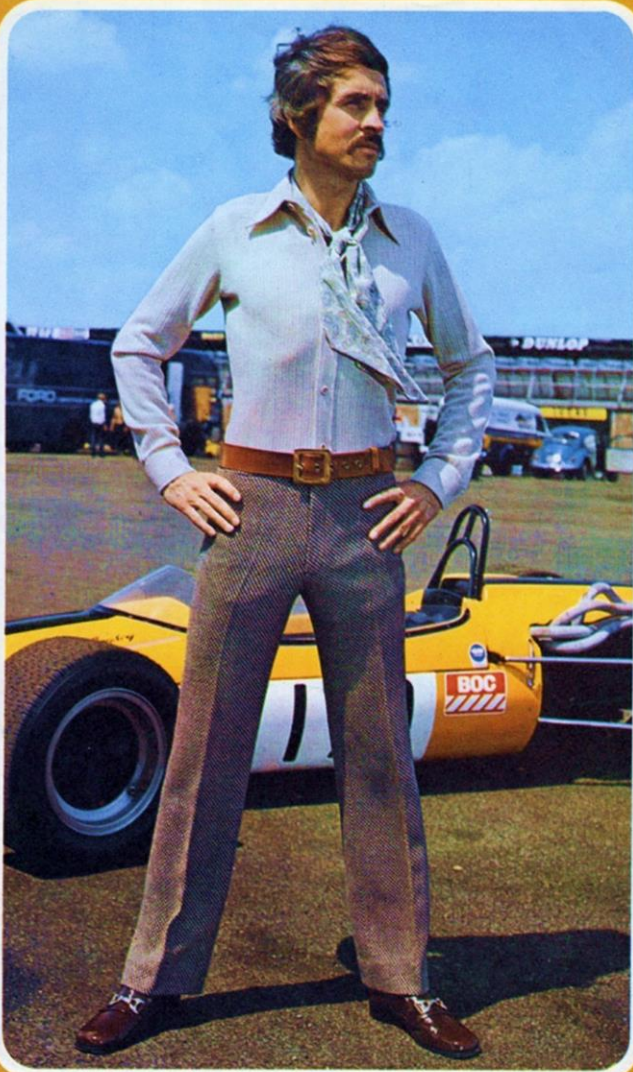
Courtelle was a synthetic fabric that resembled wool. These models have typically 1960s style hair and make-up – lots of hair spray and eye liner!



Raincoats, 1969

These models wear Terylene shower-proof coats. The women's coats cost 135s. The man's coat, described as a 'shortie', cost 150s.

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**young
St Michael**

Marks & Spencer's new look for men

Young St Michael leaflet, 1970

M&S introduced ranges aimed at young people in the 1960s. This model wears a necktie with his pointed-collar shirt. Photoshoots for this range often featured racing cars, yachts or aeroplanes.

M&S

'Crimplene' Time
with **St Michael** ...

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

St Michael
Crimplene

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 This leaflet will make shopping easier ... at **Marks & Spencer**

Registered trade mark of I.C.I.

Crimplene Time advert, c1972

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.



Women's flares, 1973

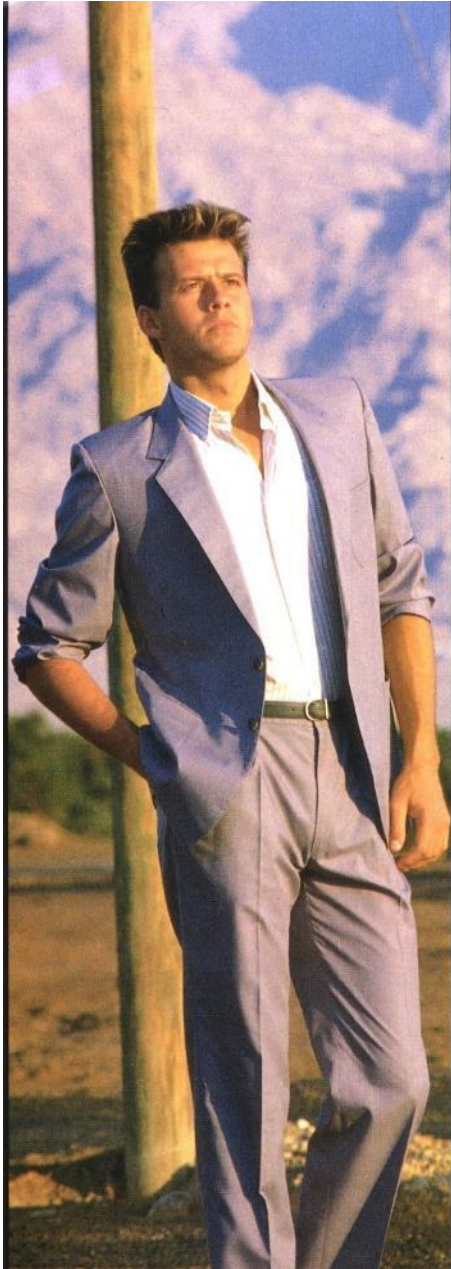
These wide red flares and checked smock jacket are typical of the early 1970s. The blue outfit has embroidered flowers on the chest. Both pairs of flares are made from polyester.

M&S



Womenswear, 1983

This photo was taken during a press show in 1983. Journalists and reporters would be invited to a catwalk show to see the latest collections from M&S. These models wear grey denim outfits, sunglasses and caps.



Suits, 1985 and 1988

We started selling suits in the 1970s, but the department expanded in the 1980s after we developed colour match technology – this made it easier for customers to buy the suit they wanted, in a size that fit.