

M&S Uniform Timeline

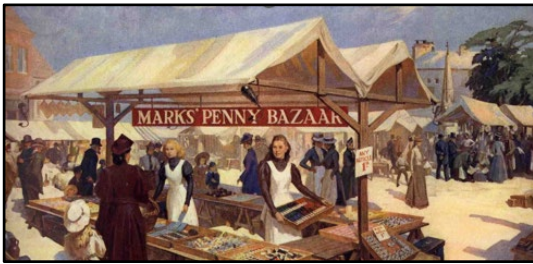
How M&S has dressed generations of colleagues



Oldham Street Shop, Manchester,
1898

1884-1920s

In the early years there was no set uniform. Employees dressed in black dresses complete with a white high boned collar. The Store Manager was responsible for ensuring sales assistants were smart and tidy.



Artist's Impression of Kirkgate Market,
Leeds

1884-1920s

This artist's impression painted in the 1950s by artist Van Jones represents two early employees Laura Cowburn and Esther Brown, both employed by Marks & Spencer in the 1900s. It suggests employees wore white aprons over black long-sleeved dresses as their uniform.



Neath, 1935

1930s

With the shift from Penny Bazaar market stalls and shops to superstores, employees wore an embroidered M&S logo on their uniforms. On some uniforms the logo could be seen on a cravat, while on other uniforms the logo was placed on the right-hand side of their overall.



Café Colleagues, 1935

1935

In 1935, Café bars were opened in some of our stores. Colleagues serving in the café wore white overalls with a halo style hat presenting a fresh and clean appearance.



ARP Badges, 1940s

1939-1945

With the outbreak of war additional safety measures were put in place by Chief Air Raid Precaution (ARP) officer Ralph Salaman. Gas masks were now carried and trained workers in ARP were required to wear a badge that reflected their role, rank and responsibility. This included first aid and fire wardens.



Marketing Booklet,
1940s

1939-1940s

We continued to use an embroidered logo, but the design is now a roundel. Female colleagues wore green heavy weight cotton belted dresses.



Marketing Booklet,
1945

1945

'A Girl's Future' recruitment brochure showed the image of a female colleague wearing a blue sleeveless revere collar overall with a blue check blouse underneath.



Staff Management News, Nov
1950

1950

We released 'Dressed for the Job' a leaflet engaging employees on how to wear and care for their uniform.

We highlighted that 'care and thought' had gone into the design of the uniform to make them 'comfortable' and 'easy to put on and off.'



Employee Uniform, 1950-1968

1950-c1968

Employees began to wear blue dresses with a button down front and smart collar. These garments were made from polyester with their easy-care properties making them more durable.

Practical features included ventilation holes under the arms and a pen pocket.



Employee Uniform Badge,
1950-1968

This new look uniform is completed with a belt adding shape and style and a gold pin badge is worn at the centre of the collar showing the brand logo.



Staff Manageress Uniform,
1950-1968

Staff Manageress's dressed in royal blue with a white blouse underneath, the uniform included a gold brooch on the collar to complete the outfit.



Employee Uniform, c1968-1979

c1968-1979

We introduced a blue and white gingham dress with blue piping detail.

All colleagues at different positions within the store including Manageresses and Management Trainees wore a gold brooch with the M&S logo.



St Michael News, Nov 1970

1970

Our November issue of St Michael News reported salesgirls being invited to swap their uniform in favour of 'midi pinafores and pants suits' to promote the new Young St Michael range, complete with a distinctive new badge.



M&S Career News, 1970s

1970

Our career promotional newsletter advertised our uniforms as 'easy-care,' 'attractive and comfortable.'



Wine Shop, 1974

1973

With the launch of the 'Wine Shop,' colleagues began to wear a sash as part of their uniform to highlight their expertise in the wine department.



Colleagues, 1975

1975

In September, we announced a new uniform for Supervisors that is 'chic, comfortable and easy care.' Made with 100% woven polyester the dress was a navy, red and white check design and could be worn with a coordinating navy jacket.

Food Supervisors had the option of a trouser suit with a matching blue jumper due to the chilly conditions they were working in.



M&S Colleagues, 1979

1979-1987

In July, we introduced a distinctive lattice pattern to our uniforms and varied the colour ways, which depended upon the role of the employee. Blue name badges were also introduced.

Warehouse colleagues were now colour coordinated with a new addition of a short modern jacket.



Food Supervisor,
1979

1979-1987

Male Food Supervisors wore a polyester trouser suit paired with a cream polo neck jumper; and trousers now came in a straighter leg.

Female Supervisors wore a 3-piece suit including skirt, waistcoat and blazer worn with a white cotton blouse.



Deputy Supervisor,
1979

1979-1987

Deputy Supervisors wore a navy polyester pinafore dress with a silky polo neck under a light weight print blouse.

1979-1987

Female sales employees wore a red and blue lattice design with navy piping and button-down front. This design came in the form of a dress or blouse to be worn with trousers if working on the food department.



M&S Colleagues, 1979



Catering Uniform, 1979

1979-1987

Colleagues in the catering unit wore a similar cream polyester uniform dress but it came in a green and ochre lattice pattern, with a zipped down front as an extra safety feature.

Other details included a green fold down collar, and green trim on the end of the sleeves.

1983

Based on the design of the catering uniform, we introduced a female cleaner's dress uniform in blue polyester zip down with a green and blue 'M&S' lattice pattern.



Cleaners Uniform, 1983

1984

We launched M&S Chargecard with our Chargecard team wearing different uniforms taken from the sales floor to set them apart.



Chargecard Colleague, 1992

1985

In April, we opened our first separate satellite store for kidswear in York. A specially designed uniform is worn as part of the new venture. The fun use of yellow and spot design on this uniform contrasted with the beige, red and blue design being used across all stores.



Colleague at York
Coppergate Store, 1985



M&S Colleagues, 1986

1986

In March, we announced a trial for a completely new style of uniform, this was successfully introduced a year later to coincide with a new modern image being implemented across stores.



Colleague Uniform, 1987

1987-1994

We introduced contrasting tones of grey stripes in our design throughout the uniform clothing options.

Name tags were enlarged to make them easily readable for customers and names were printed using embossing.

New styles included sleeveless pullovers for male employees with a tie that matched the women's dress.



M&S Colleagues, 1987

1987-1994

The new uniforms are made with woven fabric to make them more comfortable to wear in the Summer.

The uniform of Supervisors included a grey striped dress with a plain reverse collar.



M&S Supervisor, 1990

1990

In April, we announced a new structure to our management system that included the new role of Department Manager that involved a tailored suit to be worn as part of the uniform.

We recycled more than 45,000 of our old M&S colleague navy uniforms by donating them to charities overseas.



Supervisors, & Catering
Uniforms, 1993

1993-2000

In March, we introduced a new ivory jacquard print design with navy or white backgrounds and gold badges. Navy is the inspiration, as a previous poll from colleagues suggested navy as being the smartest choice to wear.

Female catering colleagues wore a navy tabard with a zip down front dress to conform to safety standards.



Sales Assistant &
Deputy Supervisor
Uniforms, 1993

1993-2000

The majority of uniform for male staff is taken directly from the sales floor. Supervisors wore smart navy blazers paired with a blue shirt and club tie with M&S motif.

Sales Assistants and Deputy Supervisors dressed in navy trousers paired with a navy lambswool pullover, blue shirt and club tie. Dresses were partnered with tailored navy jackets.



M&S Colleagues, 1993

1993-2000

All uniforms are made to be machine washable, and the dresses became available in standard and long length, with female supervisors having a choice of three different skirt lengths. Deputy Supervisors continued to be identified by their badge.



Colleagues, 2000

2000-2004

As we entered the new Millennium, we continued to wear smart tailoring but simplified the design.



Colleagues, 2001

2000-2004

Consultation with employees highlighted the importance of corporate uniform being cost effective, available in a larger range of sizes, easier to wash and dry and be more durable.

A wider range of formal and casual outfit combinations including cream blouses and a new trouser option became available.



Colleagues, 2003

2000-2004

There is the later introduction of our brand green with 'Marks & Spencer' embroidered on the chest pocket to our shirts and blouses. Guidelines showed colleagues where the name badge should be placed on the garment.



Uniforms for Promotions, 2000

c2000s

We began to promote offers and deals in stores on t-shirts worn by colleagues.



Per Una Colleagues, 2001

2001

We launched 'per una' as an in-house brand within womenswear, with 840 designated colleagues wearing items from the range. This later changed to a specially designed uniform including pink t-shirts and a black fleece boasting the 'per una' logo.

2004

The new 'Your M&S' branding was introduced and could be visibly seen as an embroidered logo on our uniforms.



Colleague, 2012

2004

Female options now included beige and black tailored shirts and our Section Coordinators were easily distinguished by red shirts or blouses.



Colleague Uniform, 2008

2008

We launched Shwopping, encouraging our customers to donate unwanted clothing in-store. This is extended to colleagues every time a new uniform change took place.



Shwopping, 2008

2012

M&S Money is rebranded as M&S Bank, with the first branch opening in the Marble Arch store.



M&S Bank Uniform, 2012

M&S Bank colleagues were dressed in eye-catching fuchsia pink, with dark grey suits and flashes of brand green.



M&S Uniform, 2013

2012-2015

To make our employees more visible to customers on the shop floor, a new design featuring core grey and brand green accents is first trialled in November at Marble Arch, Kensington and Milton Keynes stores with the aim of being introduced across stores by the end of 2013.



M&S Uniform, 2013

2012-2015

Parts of the design were inspired by current high street trends and fashion designers, with the quality of materials used similar to those used for airline uniforms. All designs aimed to suit every size, shape and age of employees.



M&S Uniform, 2013

2012-2015

This new range was designed as a 'Wardrobe Collection' giving employees a choice of what to wear from a selection of blouses, shirts, dresses, t-shirts, jackets, fleeces, trousers, skirts, jumpers and neckerchiefs for female managers, all were designed to easily coordinate.



M&S Uniform, 2013

2012-2015

Extra practical features included concealed pen pockets and key loops, and larger pockets on cargo trousers for those employees working on Operations and VM.

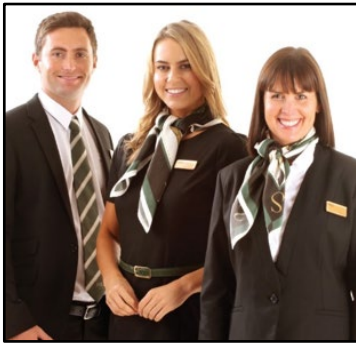
We also added larger badges making them easier for the customer to read. All badges were made from recycled material and had a resin finish to make them longer lasting.



Beauty Uniform, 2013

2012-2015

A specially designed M&S beauty uniform is introduced for our beauty advisors, including a long sleeve option.



M&S Uniform, 2015

2015

In 2015, we go back to black with hints of brand green and gold. Female uniforms now included a compulsory neckerchief with an M&S logo design and dresses were worn with green belts at the waist.

We later added a wrap around and peter pan collar style dress to the 'wardrobe collection.'



First Aider Badge, 2015

2015

Additional information became provided on employee badges to advise customers on any special skills the employee had been trained in, this included first aid, suit advisory, bra advisory & sign language skills.

There is a later switch to magnetic badges to avoid damages caused by badge pins to uniforms.



Face Covering, 2021

2020

In response to the Coronavirus global pandemic colleagues were invited to wear visors provided by M&S as part of their uniform for added protection.

Later it became mandatory (unless medically exempt) for face coverings to be worn in shops and supermarkets. In response we introduced a black cotton mask with the M&S embroidered logo as part of the M&S uniform.



Café Uniform, 2021

2020-2021

As part of our food transformation plan, we rolled out a new Food uniform, which started in the Renewal stores first.

The range was designed to complement the fresh marketplace feel, along with the rustic and organic tones of the new Food sections, that were part of the Food Transformation programme.



M&S Uniform, 2021

2020-2021

Feedback captured from colleagues through National BIG and Yammer identified the most important factors for uniform were breathability of fabrics, having pockets and the uniform being durable.



M&S Uniform, 2021

2020

We became a more inclusive team, with our Team Managers and Team Support Managers also wearing the same range, along with a Manager name badge if they wished.



M&S Uniform, 2023

2023

We added 24 additional options for colleagues to wear, based on designs originally created by our M&S C&H team so everyone can create a work wardrobe that worked for them, both in terms of style and practicality. New options included crew neck t-shirts, a blazer, jeans, sweatshirts and bomber jackets, which created a fresh and relaxed look.



M&S Uniform, 2023

These new additions have been selected to be inclusive too, with no gender specific items - so everyone could choose from across the collection to pick items that suit their personal style.

Menopause-friendly items became available too. Items included tunic tops and drawstring trousers in a light, breathable fabric. There was also a new added online sizing tool to help colleagues find the perfect fit.



Bodycams 2026

2026

Employees in selected stores were given the option to wear bodycams, providing an additional layer of security and fostering a safer working environment for everyone on the shop floor.