# Marking Moments

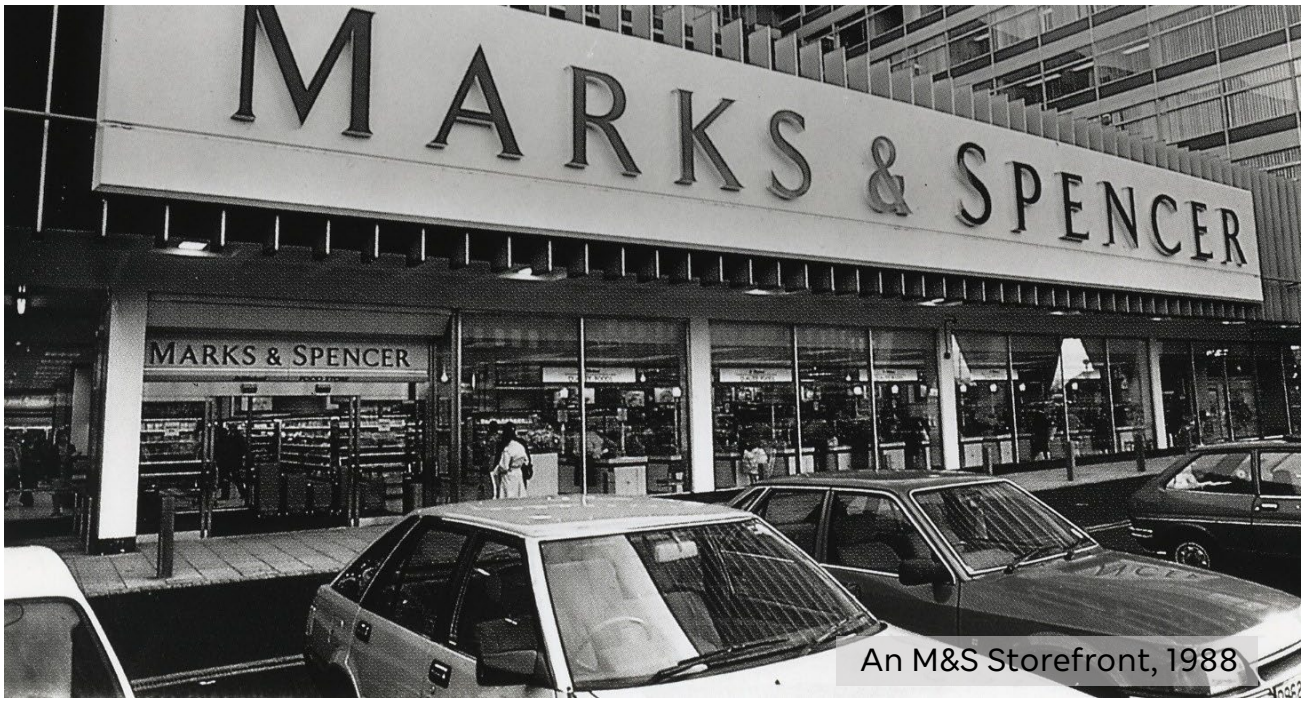
Your newsletter from the
M&S Archive

# The 1980s

From power dressing to sportswear,
in this issue we take a look at the 1980s.


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An M&S Storefront, 1988




Autumn Style, June 1985

This article shows the styles that would be in store in Autumn 1985. Although the outfits are quite different, they all feature very broad shouldered jackets – a very 1980s look! This illustrated article was published in an M&S staff magazine. Sales Assistants reading the magazine would learn useful information to pass on to customers to help them shop.

Did you ever wear shoulder pads?

Where did you buy your clothes in the 1980s?




Autumn Leaves, 1985

M&S first started selling homeware at the end of the 19th century - household essentials like kitchen utensils and stationery. The Autumn Leaves range was introduced in the early 1980s. As well as cups, plates and teapots, customers could buy wall clocks, tea towels and even toasters and kettles to match!

Many people received M&S crockery as wedding presents, what would you give to someone getting married today?

Do you have a favourite tea set or dinner service?



Staff Uniforms, c1982

These Sales Assistants are enjoying a meal in the staff canteen. The dresses they wear are printed with a tiny ‘M&S’ logo in red and blue. Subsidised meals were available in the canteen, to ensure everyone could afford a meal during their shift.

As well as the staff canteen, colleagues working at M&S in the 1980s could visit the store hairdresser and benefited from regular check-ups by a store chiropodist.

Have you ever worn a uniform for work?




Ready Meals, 1985

Food has been sold at M&S since the very early days of the business, and the ranges expanded rapidly in the 1970s and 1980s. Customer taste was broadening, and people wanted to try new foods. Microwaves and freezers were becoming more common, and so ready meals and freezer food grew in popularity – including Indian and Chinese meals. The Indian recipes were developed in the M&S kitchens with the food author Shehzad Husain.

What is your favourite food?

Do you like to cook?

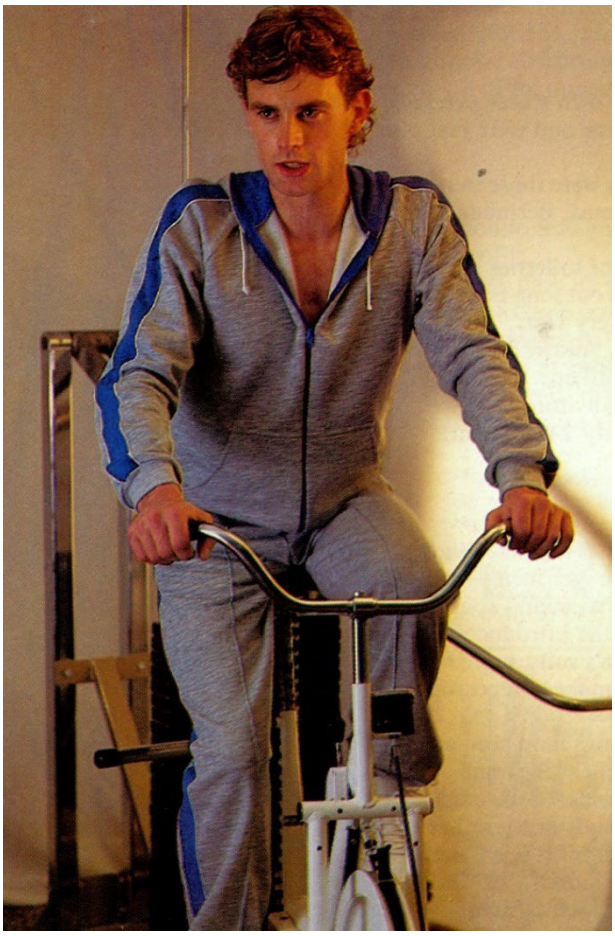



Sandwiches, 1982

Take-away sandwiches had been sold at M&S in the 1930s, but they were relaunched in 1980. They were initially trialled in four stores and proved so popular that by 1982 the range had expanded to 140 stores. Popular flavours were Prawn & Mayonnaise and Cheese & Celery. Customers could buy a sandwich, drink and snack at a dedicated till near the food department.

What is your favourite sandwich?

What would you pack for a picnic?






Sportswear, 1984

In the 1980s M&S started selling sportswear. Customers could buy clothing for exercise, golf, and skiing. By the late 1980s M&S sold salopettes, ski jackets and even ski boots! Customers shopping at M&S in the 1930s could buy tennis pullovers, and in the 1960s our men's jumpers and slacks were advertised as being suitable for golf, but it wasn't until the 1980s that sportswear became a department in its own right.

Do you play any sports?

What's your favourite sport to watch on television?



Suits, 1989

Double-breasted suits with broad shoulders were popular in the late 1980s. M&S made shopping for suits much easier in the 1980s – we pioneered colour-match technology, meaning M&S customers could buy their jacket and trousers separately and still be guaranteed a perfect match and fit.

When do you wear a suit?

Have you ever helped someone choose a suit?





Menswear, 1983

By 1983 M&S in Marble Arch, London was selling an average of 1500 suits a week. The suit department even attracted Hollywood star Dustin Hoffman. Hoffman purchased £2500 worth of suits after visiting the store on the recommendation of Kirk Douglas. Customers shopping for suits in the 1980s could choose from a huge range of styles including dinner suits, office suits and suits in tweed-type fabrics. Men's matching jackets and trousers were available in a combination of 200 sizes, including 3 different jacket lengths.

Have you ever been measured for a suit?

Do you enjoy wearing a suit, or do you prefer to dress more casually?







Partywear, 1986 and 1983

In the 1980s our womenswear designers were influenced by fashions worn in TV programmes like Dallas and Dynasty. Many of the styles seen on screen were adapted for the high street – padded shoulders, stiletto heels, boxy jackets, slim-fit skirts and shiny fabrics. In this image, the purple leopard print jumper is covered in sequins, while the black jacket is finished with diamante-covered buttons.

What would you wear for a party?





Frilled collars, 1982

Lace and embroidered collars were a popular fashion choice in the early 1980s. The white collar above was sold separately, allowing customers to add it to different outfits to create the look. The style reflected the romantic fashions of the period, influenced by outfits worn by Princess Diana. In 1981, we said: 'Romance is in the air for St Michael ladies' spring fashions... with frills and ruffles both at the neck and cuffs'.

Which celebrity do you think dresses well?







Cosmetics, 1982

This tin includes powder, blusher and highlighter powder. Cosmetics had been available at M&S as early as the 1920s, and in the 1940s customers could buy brands like Coty, Max Factor and Gala. In 1975 we launched our own range of cosmetics. 'The Face by Michele' included cream blush, cream eyeshadow, mascara, pearl lipstick and coordinating nail polish.

Do you have a favourite brand of make-up?







Toiletries, 1985

Toiletries have been sold at M&S since the 1920 when customers could buy soap and talcum powder. In the 1980s we sold hair products including the hairspray above, and the 'Burgundy' range for men was launched, including talc, aftershave and cologne. In the 1980s products like Peach or Forest Fern bubble bath were popular gifts at Christmas and birthdays.

What is your favourite fragrance?

# Have a Go... Quiz

Find the answers to these 1980s-themed questions on the next page

1. In what year did Jayne Torville and Christopher Dean win Gold at the Sarajevo Winter Olympic Games – 1980, 1984 or 1988?
2. Which American rock band had a huge hit with 'Eye of the Tiger' in 1982?
3. What was the name of the Greenpeace ship which sank on 10th July 1985?
4. Who presented the Radio 1 UK singles chart between 1986 and 1990?
5. Who won the most Wimbledon Singles titles during the 80s?
6. In which year did the Bank of England £1 note stop being legal tender? Was it 1986, 1987 or 1988?
7. Which country won the FIFA World Cup in 1982?
8. Who was the voice of 'Willo The Wisp'?
9. Which horse won his last Derby in 1981 and two years later was stolen from his owner?
10. Which famous Italian tenor performed a Gala Concert at Royal Albert Hall in 1982?
11. Which British movie released in 1981 had the subject of the 1924 Paris Olympics?
12. Which Tudor ship was raised from the waters of the Solent in 1982?

# Have a Go... Quiz

## Answers

1. 1984
2. Survivor
3. Rainbow Warrior
4. Bruno Brookes
5. Martina Navratilova
6. 1988 (£1 coins were introduced in 1983 and the last £1 note was printed in 1984, but they were legal tender until 1988)
7. Italy
8. Kenneth Williams
9. Shergar
10. Luciano Pavarotti
11. Chariots of Fire
12. Mary Rose

# Have a Go... Wordsearch

Find as many of the 1980s words below as you can. Don't forget, the words might go diagonally, or even backwards!

I S W E A T B A N D M P F Q S
T W T I U S L L E H S O G X F
Y S B R T E M O C J M R R S W
G E K H R F S Y J Z N H P N T
O K S C A S S E T T E R I A Y
L I Q R Z X N I T P I X Y E K
O R C G E S J X K N T W H R L
N T Z F C T Q O G V B N M O D
H S D P R A U S W Y U S A L R
C O Q D M E T P I D U A D E A
E G X G G E K W M B Z L O D T
T M G N E Q I Y P O W L N Y O
O J O N O O X D W E C A N D E
S Y N T H E S I Z E R D A T L
S B M K D I L N A X O M X W I

DALLAS
LEOTARD
MADONNA
STRIKES
CASSETTE
COMPUTERS
TECHNOLOGY
COMET
DELOREAN
SPRINGSTEEN
SYNTHESIZER
PERM
SHELLSUIT
SWEATBAND