Documentation on:

“BRAND RESEARCH ON MARKS & SPENCER”

Acknowledgment

I’m overwhelmed in all humbleness and gratefulness to acknowledge my depth to all those who have helped us to put these ideas, well above the level of simplicity and into something concrete.

I'd like to express our special thanks to our teacher as well as our director who gave us the golden opportunity to do this wonderful project which also helped me in doing a lot of Research and I came to know about so many new things. I’m really thankful to them.

Any attempt at any level can ‘t be satisfactorily completed without the support and guidance of the teacher (Aditya Chourasia).

We were supposed to choose a colour according to our personality and should do brand research on the brands that are doing home furnishing and apparel on that particular colour.

So, I choose "GREY"

WHY I CHOOSE GREY?

I chose 'grey' colour for my subject, which relates to my personality as well. Pure grey is the only colour that has no direct psychological properties. It truly is unattached, neutral, impartial and also indecisive. Coming from a colour mindsets perspective, grey is the colour regarding settlement – being neither dark nor white – coloured, it does not take changeover between those two colours.

It is, however, quite suppressive. A virtual absence of colour is depressing and when the world turns grey, we are instinctively conditioned to draw in and prepare for hibernation.

Unless the precise tone is right, grey has a dampening effect on other colours used with it. Heavy use of grey usually indicates a lack of confidence and fear of exposure.

Grey is the colour of conformism- not having any personality of its own. It's going to appear both darkish or maybe mild depending on the colour its mixed with. Humans too show this quality as they adapt to the situation, they are in.

It is the grey is the colour which is connected with maturation and obligation, and also linked to the grey curly hair which humans get with old age.

REVIEW – MARKS & SPENCER

"*The customer is always and completely right*!"

Marks and Spencer Group is a major British multinational retailer with headquarters in Paddington, London that specialises in selling clothing, beauty, home products and food products. The company put its main emphasis on quality, including a 1957 stocking size measuring system.

This brand was founded in 1884 (138 years ago) in Leeds, United Kingdom. Their headquarter is in London, Britain.

M&S was founded in 1884 by Michael Marks and Thomas Spencer in Leeds. M&S currently has 959 stores across the UK, including 615 that only sell food products and through its television advertising, asserts the exclusive nature and luxury of its food and beverages. It also offers an online food delivery service through a joint venture with Ocado. The company also began to sell branded goods such as Kellogg's Corn Flakes in November 2008.

In 1948 it established a Food Technology department. Staff in the canteens and cafeterias had hygiene training by the mid-1950s. For most of its history, it also had a reputation for offering fair value for money. When this reputation began to waver, it encountered serious difficulties. Arguably, M&S has historically been an iconic retailer of 'British Quality Goods'.

The number of UK stores peaked in 2019, thereafter decreasing slightly to 1,035 stores in 2022.

Sub brands under Marks & Spencer:

- **Per Una** - Discover modern shapes, feminine prints and luxurious fabrics in the all new Per Una collection. With remarkable floral dresses, silk skirts, blouses and jumpers for your special outings to complimenting denims and midi

skirts to highlight your formal look, create your unique on-trend outfit with our premium collection. You can always rely on our smart jeans and solid colour blazers for women for that fashion statement you've always had an eye on.

- **Autograph** - Embrace contemporary elegance with our Autograph clothing collection. Pick from our variety of satin blouses for that elite look, pure linen trousers to appraise your everyday look or midi dresses with nipped-in waists designed to flatter your figure. Explore our explicit range of printed blouses, Cami’s and party wear dresses. Choose from our collection of party wear dresses, floral dresses or floral tops for women that will leave you wanting for more.
- **Goodmove** - Introducing Goodmove, our new activewear collection. Made for the modern mover, Goodmove has everything from sports bras with just the right support to our 24/7 trainers with ultimate-comfort Insolia® and Light as Air™ technology. Find our extensive range of exercise leggings and jackets, made for your workouts. Whatever your level of fitness or activity, you’ll love Goodmove
- **Rosie** - The Rosie Exclusively for M&S lingerie collection is created in collaboration with supermodel Rosie Huntington-Whitley. Knickers, bras and nightwear in rich and neutral shades add luxury to your underwear drawer. You’ll find premium fabrics like lace and silk; elegant embellishments and cuts designed to fit and flatter your figure. Plus, discover our new Rosie HomeWear collection
- **Blue Harbour** -They usually named for making men’s chinos**.**
- **M&S Collection** -you can find a new wardrobe staple in our women's M&S Collection range. Discover everyday dresses as well as stylish tops, trousers, skirts and bags at M&S.
- **Boutique** -Add a touch of romantic glamour to your innerwear with this exquisite Boutique x Damaris collection. For a lingerie collection that is extra special, look no further than our lingerie boutique. From statement sets in mesh and

lace to embroidered bras and feminine, flirty knickers in flattering cuts, the B by Boutique collection has it all.

- **Jaeger** -With cosy pure wool coats, elegant silk shift dresses and sharply tailored trousers, our Jaeger womenswear collection has you stylishly covered for the season ahead. Clean lines and minimalist detailing – all expertly executed – typify this edit, as does a timeless neutral colour palette. You're sure to find something for every occasion from the British heritage brand here.
- **M&S Energy** -Discover greener energy and simple tariffs that save you money, so you can say goodbye to serial switching.

Store Format:

1.Full line stores: M&S core shops typically feature a selection of the company's clothing, homeware and beauty ranges and an M&S Foodhall (formerly Simply Food). The range of clothing sold and the space given to it depends on the location and customer demographic.
2.Home Stores: In 2007, M&S announced that new, dedicated shops for home furnishings were to be launched. Shops have been opened in Cheltenham in Gloucestershire, Tunbridge Wells in Kent, Lisburn Spruce field in Northern Ireland, and in the Barton Square section of The Trafford Centre, Manchester.
4.Outlets: The outlet division offers M&S products, with the majority of them discounted at least 30% from the original selling price. The first of these stores opened at Ashford in Kent in 2000, and by 2020 there were 25. Many of the outlet shops are in retail parks and outlet centres, although others are high street shops.
5.Online Services: https://www.marksandspencer.com/

COLLABORATION (food):

Organisation:	Why they are involved:
Consumer Goods Forum	To support industry efforts on sustainability.
Institute of Grocery Distribution	To help drive and shape the food and grocery industry whilst making sure, our own business priorities are represented
British Retail Consortium	To help drive and shape the retail agenda whilst making sure our own business priorities are represented
Wine and Spirit Trade Association	To promote the responsible production, marketing and sale of alcohol and to share best practice
Ethical Trading Initiative	To drive continuous improvement of working conditions in global supply chains
Supplier Ethical Data Exchange (Sedex)	To drive continuous improvement of working and environmental conditions in global supply chains
Food Network for Ethical Trade (FNET)	To promote ethical trade and human rights throughout the food supply chain
Roundtable on Sustainable Palm Oil (RSPO)	To improve global standards for sustainable palm oil
Round Table Responsible Soy (RTRS)	To improve global standards for sustainable production of soy
World Cocoa Foundation	To promote sustainable cocoa economies
Retailer Cocoa Coalition	To drive environmental and social improvements in the cocoa sector
International Cocoa Initiative	To eradicate child labour in cocoa production
Sustainable Seafood Coalition	To promote sustainable sourcing of seafood
Sea fish Responsible Fishing Scheme (RFS)	To facilitate continuous improvement in the catching sector and ensure fish landed by vessel have been responsibly caught
Global Sustainable Seafood Initiative	To ensure confidence in the supply and promotion of certified seafood
International Pool and Line Foundation (IPNLF)	To help develop socially and environmentally responsible one-by-one t fisheries
Agriculture & Horticulture Development Board	To collaborate on agricultural and horticultural research
On-Pack Recycling Label Ltd	To promote the delivery of a simple, consistent and UK-wide recycling message on packaging

COLLABORATION (clothing & home):

Organisation:	Why they are involved:
Sustainable Apparel Coalition (SAC)	To drive measurable improvement in sustainabilit performance in apparel
Textiles 2030 (WRAP)	To collaborate with signatories on carbon, water a circular textile targets and contribute to national policy discussions to shape Extended Producer Responsibility and other regulatory developments
Circular Fashion Partnership - Global Fashion Agenda	A new initiative to capture and reuse textile waste in Bangladesh by bringing major brands, manufacturers and recyclers together to find successful circular processes to reduce textile waste and distribute value throughout the value cycle - generating economic benefits in Bangladesh by accelerating the fibre recycling ma
Textile Exchange	To promote sustainable practices in the textile value chain
British Retail Consortium	To help drive and shape the retail agenda whilst making sure our own business priorities are represented

Forum for the Future	To promote and accelerate sustainable business practice
To promote and accelerate sustainable business practice	To drive continuous improvement of working conditions
Supplier Ethical Data Exchange (Sedex)	To manage and improve working conditions in global supply chains
International Accord for Health and Safety in the Textile and Garment Industry	To support the implementation of health and safety measures to help ensure a safe and sustainable ready-made garment industry in Bangladesh
ILO Better Work	To improve worker management cooperation, working conditions and social dialogue in global garment and footwear supply chains
BSR	To empower low-income women working in global supply chains through workplace programr promoting health and financial inclusion
Fast Forward	To tackle exploitation and mistreatment of workers in UK supply chains with a focus on identifying risks of modern slavery
Canopy	To improve the sourcing of wood-based fabrics
Roundtable on Sustainable Palm Oil (RSPO)	To improve global standards for sustainable palm oil
Leather Working Group (LWG)	To improve environmental conditions in the global leather supply chain
Better Cotton	To promote more sustainable cultivation of cotton global
Zero Discharge of Hazardous Chemicals (ZDHC)	To reduce the impact of harmful substances assoc
The Microfibre Consortium	To align on the emerging need for a better understanding of fibre fragmentation in regard to pollution
Sustainable Fibre Alliance	To promote the adoption of more responsible practices in the cashmere supply chain

Collection of THE MARKS & SPENCER

FOOD ADDITION

This brand concentrates on family recipe, health as well as their inspiration too.

Feel the heat

Deliciously fiery, our new Kashmiri chilli gunpowder paste is the perfect marinade for a range of dishes. Try slathering it on a leg of lamb and slow-cooking for four hours for intense flavour. Or coat aubergine in the paste, bake and serve with rice, lime pickle and raita. Finally, mix the paste with yoghurt to cool the spice slightly and marinate bite-size chunks of chicken. Place the chicken on skewers and grill or barbecue until the meat is cooked through and lightly charred on the edges. Garnish with mint and lime and serve alongside a veggie curry or side. And chutney for the ultimate Friday-night feast.





Bold flavours made easy

Look no further than our bigger, better Indian-inspired range. For a crowd-pleasing curry in a flash, pick up our tikka masala curry sauce. It's lightly spiced with chilli, ginger, cumin and more, and is amazing with chicken, fish or veggies. Serve with fresh coriander, fluffy rice, garlic naan and chutney for the ultimate Friday-night feast.

Ketchup with a kick

Take samosas, bhajis, pakoras and naan rolls up a notch with our new, must-try tamarind and chilli ketchup. Balancing sweet, tangy and spiced flavours, this sauce is the star of our samosa chaat idea. To make, simply heat the samosas according to the packet instructions. Drain and dry some chickpeas on kitchen paper and add to a baking tray, along with a drizzle of oil and some chilli flakes. Roast until gloriously golden and crispy. Place the samosas on a plate and top with the chickpeas, a drizzle of yoghurt, tamarind and chilli ketchup, Bombay mix, pomegranate seeds, sliced red onion and fresh coriander. All that's left to do is tuck in! Chicken, fish or veggies. Serve with fresh coriander, fluffy rice, garlic naan and chutney for the ultimate Friday-night feast.





A taste of Bombay

Filled with subtle spices, such as turmeric and ginger, our Bombay-style spice paste is the ultimate flavour booster. For a quick and delicious brunch, add the paste to scrambled eggs, alongside green chilli and coriander, and serve on naan or toast. Or for a veggie side or starter, loosen the paste with a little oil, then use it to coat squash, carrots, peppers and potatoes. Roast until the veg is cooked and lightly charred. Top with coriander and nigella seeds, and serve with lime wedges. And chutney for the ultimate Friday-night feast.

BED LINEN ADDITION



Marks & Spencer

Cotton Mix Printed Double Bedsheet Set:

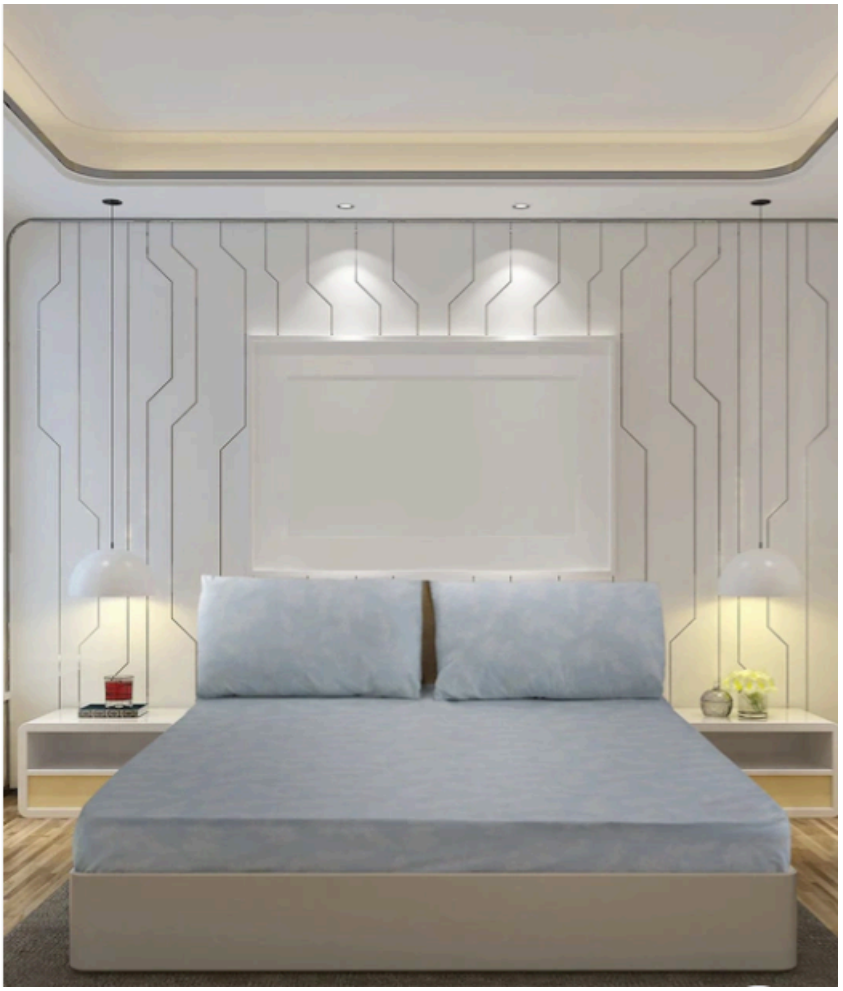
Add a welcoming touch to your bedroom by adding this beautiful printed grey bedsheet to your home. Featuring a conversational print all over, this double bedsheet set comes with two matching pillowcases. The smooth and snug feel of this fine bedsheet aids in good sleep as well as adds an enthralling touch to your room decor!

I personally found this bedsheet very pretty in colour as well in prints.

Marks & Spencer
Grey Queen Bedsheet with 2 Pillow Covers:

Marks & Spencer brings to you its latest collection of bedding sets with colours and textures that suit any style. This set will add a sophisticated appeal to your bed and give it a luxe appeal. Floral motifs.







Marks & Spencer

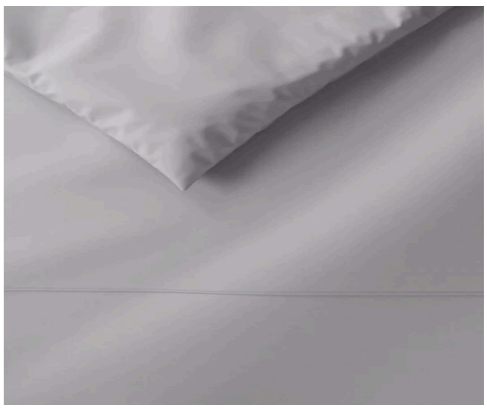
Grey 230 TC Single Cotton Bedsheet

This is 100% Egyptian cotton. And it's the one of the best collections within Marks & Spencer with a great quality tag. This bedsheet will add elegance to your room. It has a stripped print type giving the bedsheet look cooler in eyes wise.

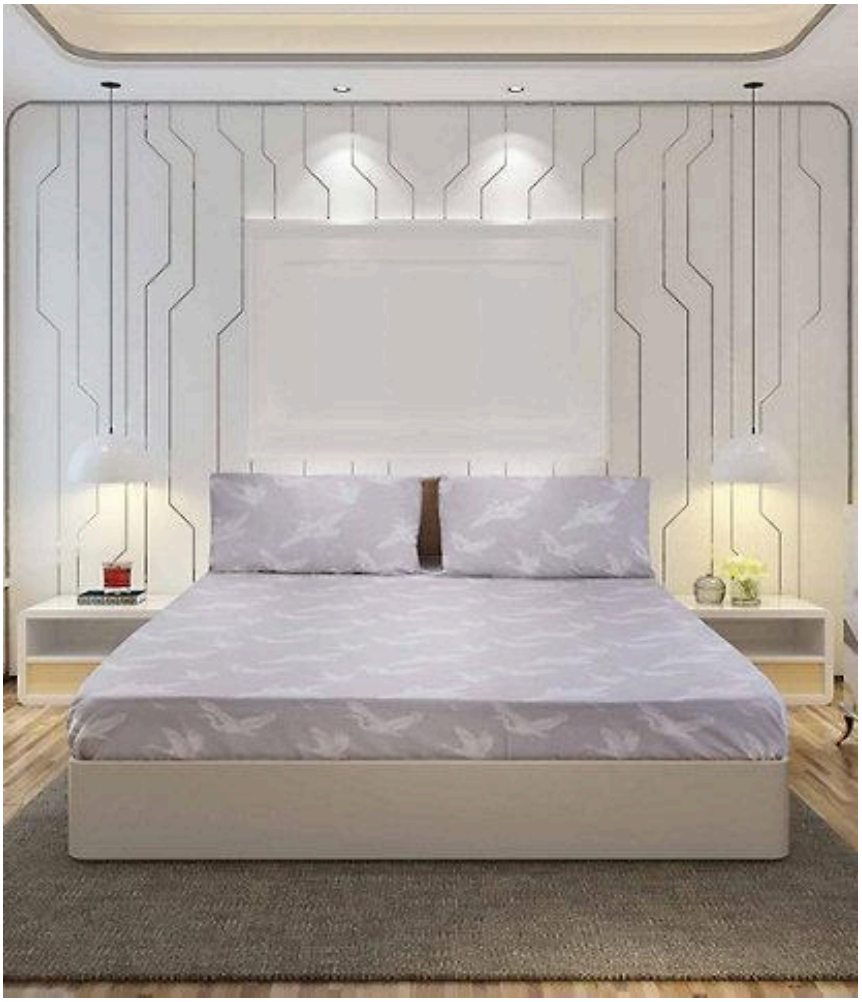
Marks & Spencer

Grey 230 TC Cotton King Superfine Bedsheet:

This set will add a sophisticated appeal to your bed and give it a luxe appeal. The smooth and snug feel of this fine bedsheet aids in good sleep as well as adds an enthralling touch to your room decor!







Marks & Spencer
Cotton Mix Super King Bedsheet Set:

Layer your bed with a coat of novelty with our luxurious range of bedsheets. Made with cotton blend, it offers a comfort akin to the clouds and it features a quick dry technology. The advanced StayNew™ technology keeps the fabric looking brighter and newer for the longest. This range of bedsheets is responsibly sourced with an aim to become more conscious towards the environment. Bird motif!





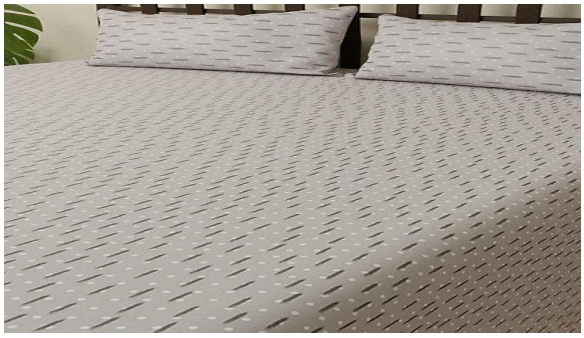
Marks & Spencer
Cotton Mix Printed King Size Bedsheet Set:

A cool geometric pattern adorns this pastel bedding set. Designed in duck egg blue and white it is made with an easy-care blend of natural cotton and quick-to-dry recycle polyester. With Staynew technology, it stays looking brighter and newer for longer. Comprises 1 flat sheet and 2 pillowcases.



Marks & Spencer
Cotton Mix Printed Double Bedsheet Set:

Crafted from a premium mix of cotton, this beautiful bedsheet from Marks & Spencer lends a luxurious feel to your bedroom and will give you a delightful sleep. Adorned with a modern print all over, this double bedsheet comes with two matching pillowcases. Add this masterpiece to your home linen collection today!







Marks & Spencer

Cotton Mix Printed Super King Bedsheet Set:

This wonderful bedsheet set from Marks & Spencer will add a dash of style to your bedroom. The soft fabric will ensure a restful and uninterrupted night's sleep. It has an appealing style and pattern that will give your bedroom a new look.



SOFA ADDITION

Fletcher

3-Seater Sofa:

With its minimalist shape and roomy three-seater design, this sofa from our Fletcher range will make a modern addition to your space. As comfy as it is stylish, it's designed with large soft cushions to relax into. The track arms and low profile give this piece its smart clean lines and sturdy structure. Choose from a range of sizes for the perfect option for your home.





Riley

Clic Clac Sofa Bed:

This sofa bed from our Riley collection goes from seating to sleeping space in two simple clic-clac movements. It's designed without arms for a modernist look and extra space-saving design, and has diagonal seams for added detail

CLOTHES ADDITION



M&S COLLECTION

Knitted High Low Poncho





M&S COLLECTION

Ribbed Funnel Neck
Relaxed Longline Jumper



M&S COLLECTION

Sparkly Crew Neck Button Through Cardigan







M&S COLLECTION

Striped Sparkly Blouson Sleeve Jumper





M&S COLLECTION

Knitted Rib Turn Up Beanie Hat



M&S COLLECTION

Suede Stain Resistant Faux Fur Lining Boots

M&S COLLECTION

Jersey Checked Straight Leg Trousers







M&S COLLECTION

Jersey Checked Slim Fit Trousers



M&S COLLECTION

Leather Warm Lined Gloves





M&S COLLECTION

Blanket Scarf



M&S COLLECTION

Knitted Beret Hat



CONCLUSION

I’ve noticed within this brand that; this brand mostly produces solid and plain products. These make product so elegantly that are giving fantastic look in this generation, unlike with too much work on it, as it used to be earlier. They mostly make their product from cotton and cotton blends.

This brand is adapting a really good pace with the latest trends.

By SHIVANGI KAUSHAL

BD/21/1902

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