Marks & Spencer is delighted to announce the arrival of Archive By Alexa

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Archive by Alexa brings together a modern icon of British style Alexa Chung, and a long standing icon of the British high street, Marks & Spencer.

This is a unique approach to a collaboration. Using the rich and extensive Marks & Spencer Company Archive in Leeds*, Alexa and the M&S design team have embarked on a journey of rediscovery.

The collection includes pieces from the forties through to the noughties. From timeless pieces like the Frances trench coat in luxe olive, taken from an original fifties gabardine trench; to quirky style statements, like the vivid paisley print Eliza dress, a remastered apron from the fifties. Creating a rich and eclectic aesthetic with an air of the nostalgic.

The supporting campaign shot by photographer Tom Craig, sees Alexa herself taking creative ownership of the mood and direction. Alexa uses her unique styling ability and aspirational aesthetic to reproduce these heritage pieces afresh; paving the way for a wholly unique and exciting collaboration.
The 31 piece womenswear collection has been carefully curated and handpicked by Alexa and the M&S design team. Bringing archive pieces back to life for 2016 using Alexa’s unique approach to style. Through introducing modern fabrications and an updated colour palette, a contemporary womenswear collection is defined with a heritage sensibility.
Archive By Alexa
Lydia Trouser £35

Archive By Alexa
Bertha Cardigan £35

Archive By Alexa
Harry Top £35

Archive By Alexa
Lydia Skirt £29.50

Archive By Alexa
Bertha Cardigan £35

Archive By Alexa
Hattie Top £25

Archive By Alexa
Cora Bikini Top & Bottom

Archive By Alexa
Olive Dress £39.50

Archive By Alexa
Daphne Top (Two Pack) £19.50

Archive By Alexa
Daphne Top (Two Pack) £19.50

Archive By Alexa
Ruth Vest (Two Pack) £19.50

Archive By Alexa
Ruth Vest (Two Pack) £19.50

Archive By Alexa
Lilian Shoe £25

Archive By Alexa
Martha Shoe

Archive By Alexa
Helen Trainer £49.50

Archive By Alexa
Nellie Boot £65

Alexa Chung comments;

"I have always had an affection for Marks & Spencer. I am thrilled to be part of this special and unique project. There was something very touching about looking back through the
British fashion and social history for which M&S is synonymous”.

Belinda Earl, Style Director for Marks & Spencer comments;

“Working closely alongside Alexa on this project was such an exciting way to develop a collection as it was more about rediscovery than design. We were physically able to look back through the decades and redefine the aesthetic of this collection; toying with influences from the forties, sixties, eighties and even the present day; highlighting how timeless and relevant style and quality can be”.

Steve Rowe, CEO for Marks & Spencer comments;

“It was a hugely insightful experience allowing Alexa full access to our Company Archive. Marks & Spencer’s history is vast and quality design has always been paramount; therefore using our expertise and classic designs and Alexa’s unique eye and approach to style, our collaboration was born. A new womenswear collection, curated by Alexa, with heritage firmly at its heart”.

This project is the first of the ‘M&S &’ series*. A sequence of unique, exclusive collections in collaboration with some of today’s most exciting designers, brands & fashion icons.

The 31 piece Archive By Alexa collection is available in 66 selected stores, internationally and online at www.marksandspencer.com

Prices range from £19.50 for the Ruth vest two pack, to £89 for the Frances trench coat.

*Please click here to view lookbook
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#ARCHIVEBYALEX

* The M&S Company Archive based at Leeds University is one of the richest retail history collections in the country, the Archive collection charts our journey over more than 130 years, from Penny Bazaar to international multichannel retailer.

The M&S Company Archive was founded in 1984, to mark the 100th year of the company and since then, the archive team has worked to collect, catalogue and make available for use, all kinds of records of Marks & Spencer’s past.

The M&S Company Archive is an asset of over 70,000 historical items and acts to collect, preserve and utilise material relating to all aspects of our history and development as a company.

The diverse collection of items dates from the start of the company in 1884 and includes written records, staff publications, photographs and films, garments and household products, design and advertising material among many other valued artefacts.

** Marks & Spencer. A partnership founded on style & craftsmanship. We’ve always known the power of two. That’s why we’re proud to pair our unique M&S heritage with talented names across the globe, from iconic leaders of fashion to exciting new designers. Their vision & our story. That’s M&S &.