

Lifelong Learning Centre



UNIVERSITY OF LEEDS

Seminar Series

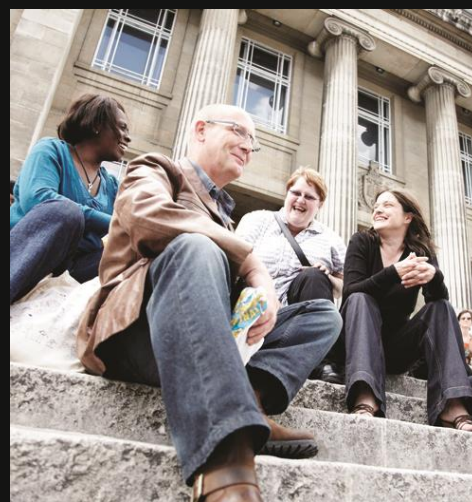
Birth of a Brand: The story of marketing at M&S

Katharine Carter

(Company Archivist, The M&S
Company Archive)

**Thursday 21 November 2013,
3.00 – 5.00pm**

Please turn over for further information



Birth of a Brand: The story of marketing at M&S

Synopsis:

The M&S Company Archive was created to celebrate the 100th birthday of Marks & Spencer in 1984. Today the archive contains more than 70,000 items from the last 128 years of M&S history including photographs, films, clothing, food packaging and merchandise.

Through a tour of the archive and a session led by Katharine Carter this seminar will explore the story of marketing at M&S from the days of the Penny Bazaar to the present day.

Biography:

Katharine Carter:

Katharine is a professionally qualified archivist with over seventeen years' experience within the archive sector. She manages the M&S Company Archive, which opened in March 2012, and believes that the range and richness of the M&S archive collection has something to engage and inspire everyone.

Venue:

M&S Company Archive

Michael Marks Building

Western Campus

Clarendon Road

University of Leeds

LS2 9JT



Interested?

This seminar is **FREE** to attend and open to anyone with an interest in this topic. Please note that places are limited due to space in the archive so must be booked in advance via the Eventbrite website <http://leedsunuillc.eventbrite.co.uk/>

If you have any queries please contact Georgina Collins on 0113 343 6892 / g.collins@leeds.ac.uk



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