



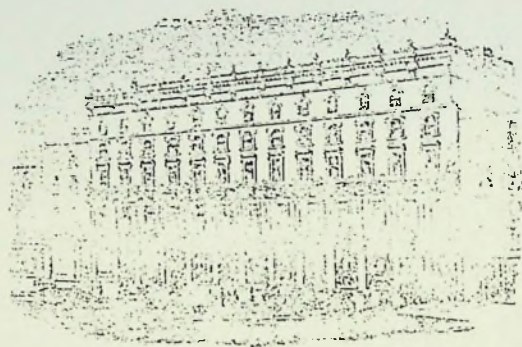
CORPORATE IDENTITY: SWITZERS AND BROWN THOMAS; ILLUSTRATIONS

Elizabeth Coffey

Faculty of Design

Department of Visual Communications

1991



ARNOTT & COMPANY, DUBLIN, Ltd.,

Manufacturers and Warehousemen.

Tailoring and Ready-made Department.

Under the supervision of a first-class Cutter.

An immense variety of materials to select from, comprising the finest productions of the Home and Continental Markets, including all the most approved makes of Irish Tweeds, Serges, &c.

Costume and Dressmaking Department.

Considerably improved and enlarged.

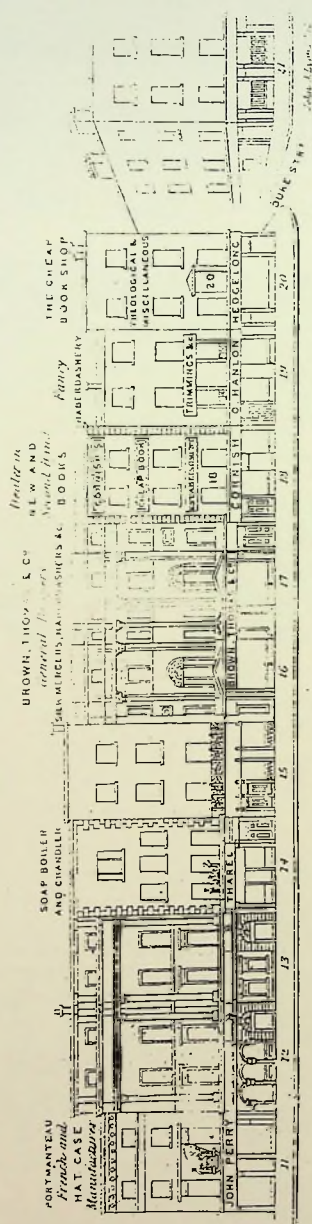
Ladies will find the utmost attention paid to their Orders, which will be executed by our own workpeople on the premises.

Perfect Fit and Fashionable Finish Guaranteed* in every instance.

GENERAL HOUSE-FURNISHERS, CARPET, CURTAIN, AND BEDDING
MANUFACTURERS,
11, 12, 13, 14 & 15 HENRY-STREET.



Fig.2



C R A F T O N S T R E E T

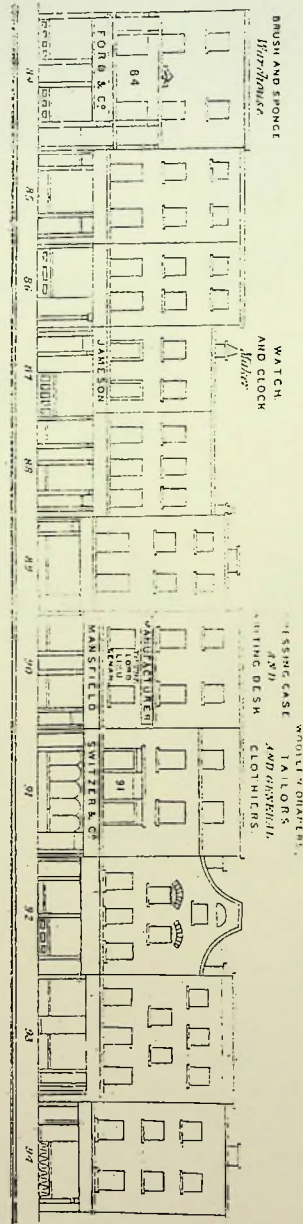
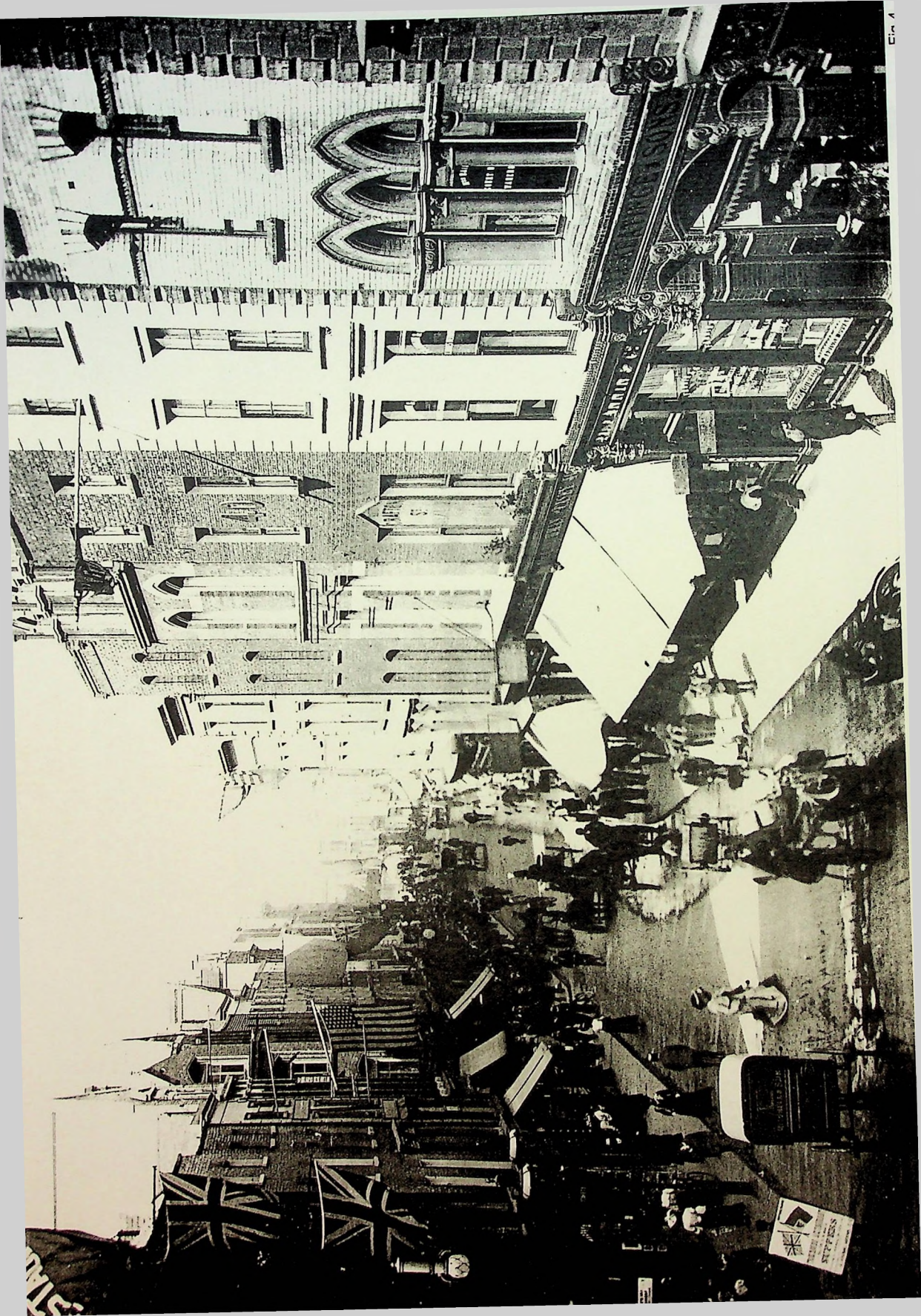


Fig. 3



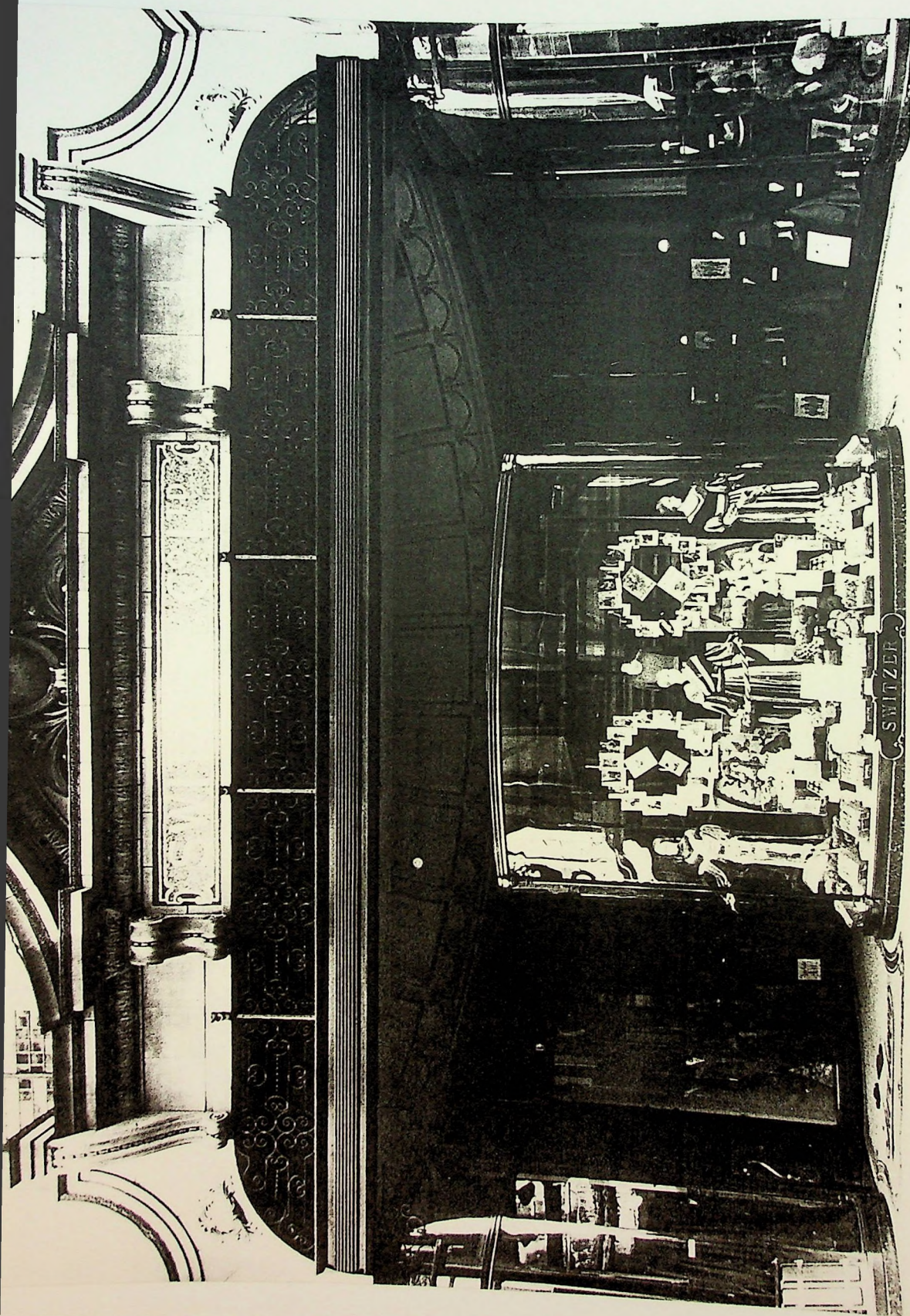


Fig. 5



Fig.8



Fig.9



Fig.10



Fig.11



Fig.12



Fig.13



Fig.14



Fig.15



Fig.16

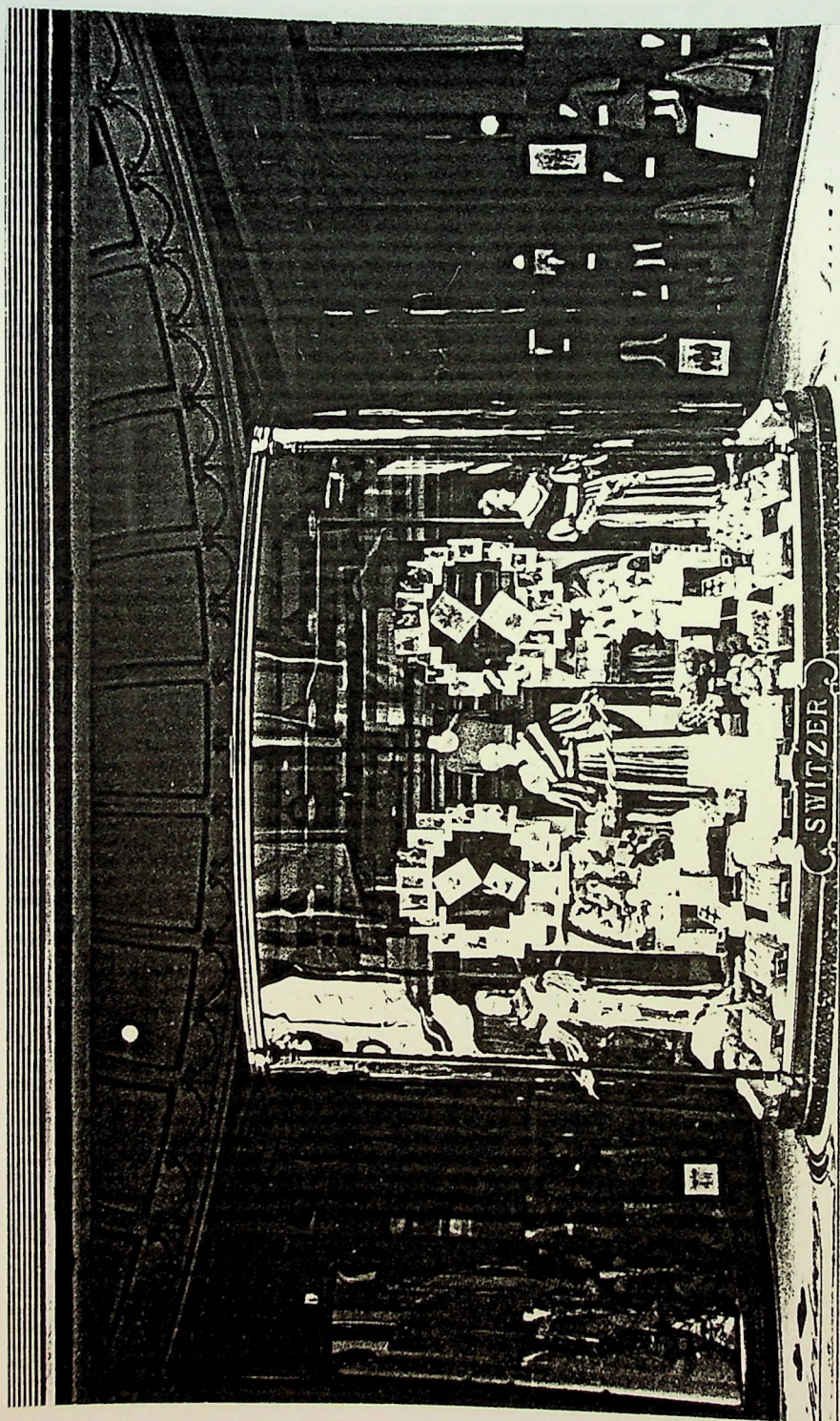


Fig.17



Fig.18



Fig.19



Fig.20

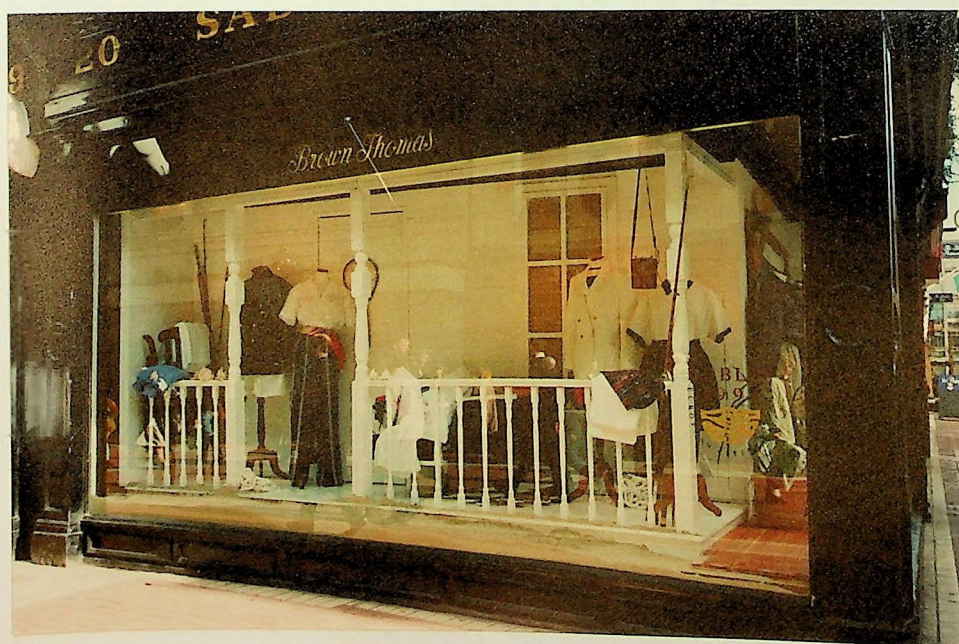


Fig.21



Fig.22



Fig.23

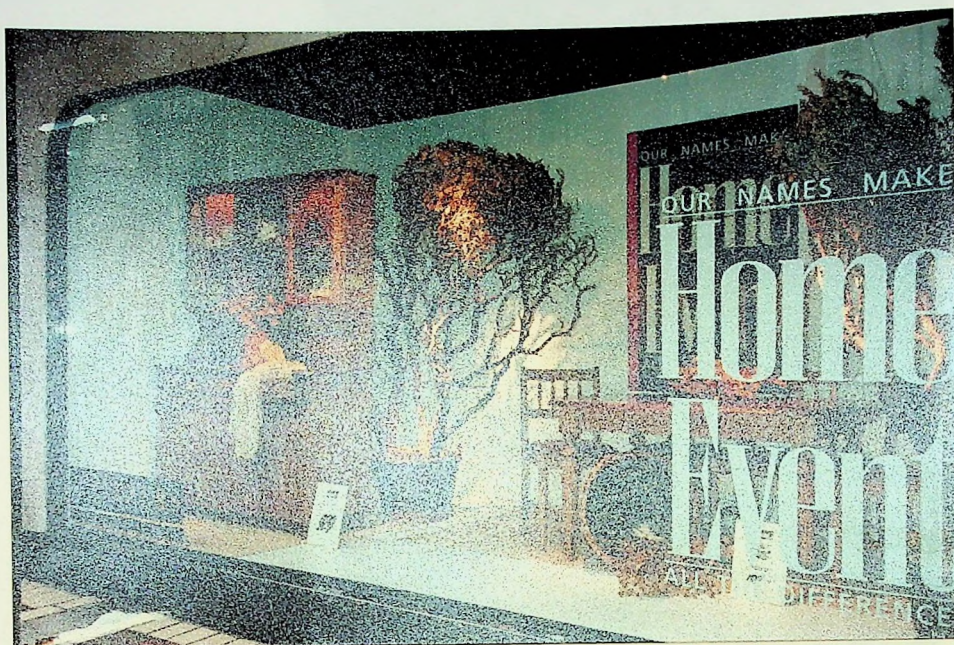


Fig.24



Fig.25

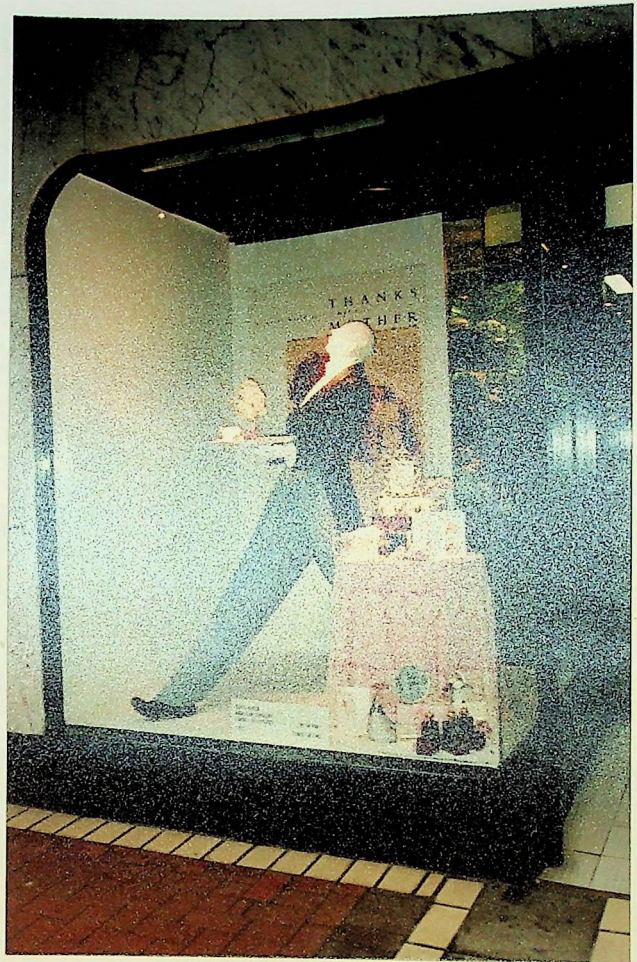


Fig.26



Fig.27



Fig.28



Fig.29



Fig.30



Fig.31



Fig.32

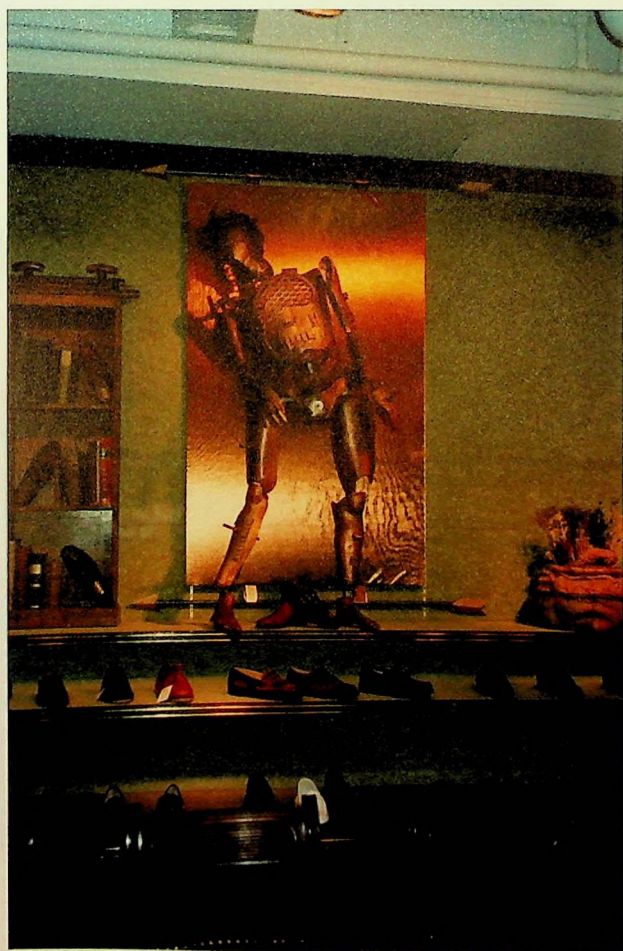


Fig.33



Fig.34



Fig.35



Fig.36



Fig.37



Fig.38



Fig.39

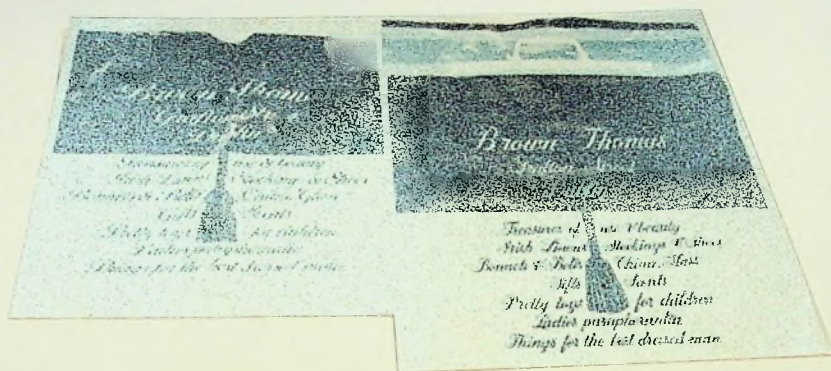


Fig.42



Fig.43

SWITZERS

GRAFTON STREET DUBLIN

SWITZER & CO LTD

TELEPHONE 01 - 776821 TELEX 93376 SWR FAX 01 - 776474

REGISTERED IN IRELAND. RECD. NO. 1407. REGD. OFFICE: 92, GRAFTON ST. DUBLIN 2. V.A.T. No. 8/V/56255

DIRECTORS: K. COYLE (BRITISH), R. CRAIG (BRITISH), C. DUNNE, D. GANNON, R. HAMPSON (AUSTRALIAN), G. WILKINSON (IRISH)

Proctor Thomas

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SWITZERS CASHS TODDS MOONS

DUBLIN CORK LIMERICK GALWAY

— IRELAND'S LEADING DEPARTMENT STORES —

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Brown Thomas

Brown Thomas & Co. Ltd.

Grafton & Duke Streets, Dublin 2, Ireland

Telephone 679 5666

Telex 93410

Fax 679 5260

With Compliments

Brown Thomas

Grafton Street
Dublin 2 Ireland

Telephone 795666

THE SWITZER GROUP

IRELAND'S LEADING DEPARTMENT STORES

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SWITZERS
DUBLIN

The Switzer Group
CASHS
CORK

TODDS
LIMERICK

MOONS
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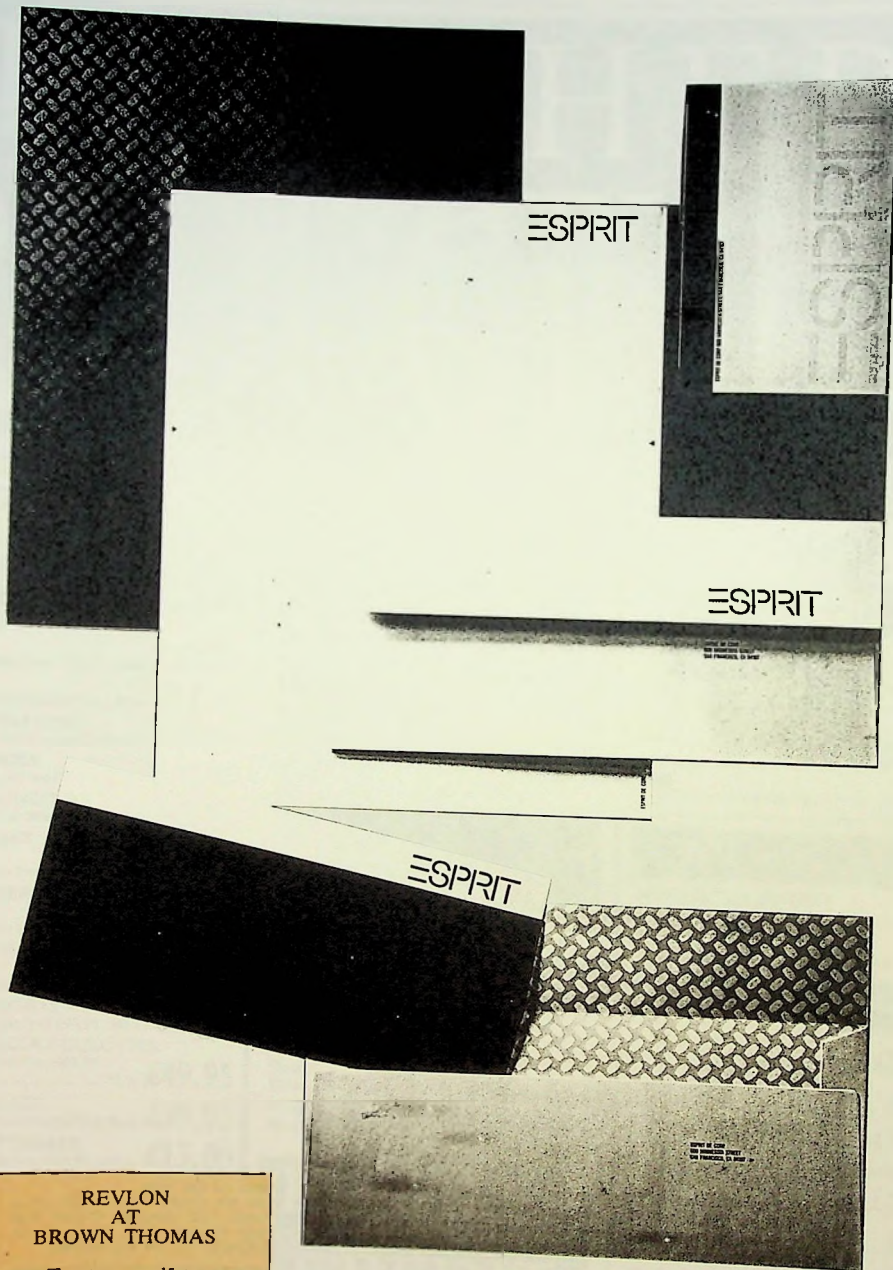


Fig.47

REVLON
AT
BROWN THOMAS

Treat yourself to
a professional
manicure
available from

Mon. 18th Feb. to Sat 23rd
Feb.

A booking fee of £7 is
redeemable against
any Revlon Nailcare purchase

For appointment
Tel. 6795666
BROWN THOMAS,
Grafton Street, Dublin 2.

Fig.48

FURTHER REDUCTIONS

ONLY THE FAMOUS NAMED STORE OFFERS FAMOUS NAME BARGAINS!

DOORS OPEN 9A.M. SHARP!

FASHIONS

RADIO FASHIONS

Jackets	
Were £45.94 Sale Price £29.95	Now £19.95
Skirts	
Were £29.95 Sale Price £19.95	Now £14.95
LEATHER JACKETS	
Were £199.95 Sale Price £119.95	Now £69.95
LADIES SHOES	
Were £29.99 Sale Price £19.99	Now £14.99
KAISER RAINCOATS	
Were £109.95 Sale Price £69.95	Now £49.95
OUI BLOUSES	
10-16	
Were £59.95 Sale Price £39.95	Now £29.95
SHELBY DRESSES	
2 styles	
Were £69.95 Sale Price £49.95	Now £34.95
HAMMER SKIRTS	
10-14	
Were £79.95 Sale Price £49.95	Now £39.95
YARRELL SKIRTS	
Were £163.95 Sale Price £99.95	Now £79.95
BETTY BARCLAY CULOTTES	
Were £118.95 Sale Price £69.95	Now £49.95
OUI SET COATS	
Were £193.95 Sale Price £125.00	Now £99.95
TRIUMPH PYJAMAS	
Were £27.50 Sale Price £19.50	Now £15.00

NAPIER JEWELLERY

WAS 50% OFF ORIGINAL PRICE
 NOW 75% OFF

MENSWEAR

G.B. TROUSERS	
Were £39.95 Sale Price £24.95	Now £19.95
G.B. CHECK JACKETS	
Were £96.95 Sale Price £49.95	Now £39.95
DEREK ROSE PYJAMAS	
Were £24.95 Sale Price £14.95	Now £12.50
PRINGLE KNITWEAR	
Were £49.95 Sale Price £19.95	Now £15.00
MAGEE JACKETS	
Were £125 Sale Price £79.95	Now £59.95

LINENS

1 DAY ONLY QUILT OFFER

this Saturday

13.5 TOG DUCK FEATHER/DOWN
 natural filling

	Was	Sale Price	One day Only
SINGLE	£49.99	£34.99	£24.99
DOUBLE	£69.99	£44.99	£34.99
KING	£89.99	£54.99	£39.99

MARBLE 2 PCE DUVET SETS

Single	
Were £17.99 Sale Price £16.99	Now £8.49
King	
Were £33.99 Sale Price £24.99	Now £12.49
VANTONA VALANCE SHEETS	
Double	
Were £16.99 Sale Price £14.99	Now £7.49
King	
Were £19.99 Sale Price £16.99	Now £8.49

1/2 PRICE CREDIT

Available on purchases of £200 or more
 in our Electrical, TV & Hi-Fi, Furniture,
 Carpet and Bedding Departments.
 please ask for details.

SWITZERS

GRAFTON STREET DUBLIN

LINENS

PREMIUM TOWELS

e.g. Hand
 Were £5.99 Sale Price £3.99 Now £2.99 |

DORMA DUVET COVERS

Single
 When Perfect £29.99 Sale Price £19.99 Now £14.99 |

King
 When Perfect £49.99 Sale Price £39.99 Now £24.99 |

TV & HI-FI

SONY 21" TELEVISION

Were £699 Sale Price £599 Now £499 |

PHILIPS 21" TELEVISION

Was £499 Sale Price £479 Now £459 |

HOUSEWARES

STELLAR 5 PCE SETS

Were £119.95 Sale Price £109.95 Now £99.95 |

STONEWARE MUGS

Were £2.50 Sale Price £1.50 Now £1.25 |

BREVILLE KETTLES

MRP £22.95 Our Price £16.95 Now £14.95 |

MOULINEX VACUUM CLEANERS

Were £99.95 Sale Price £79.95 Now £69.95 |

48" VELVET FABRIC

Was £7.99 yd Sale Price £3.99 Now £2.99 |

MOIRE CURTAIN FABRIC

Was £5.99 yd Sale Price £3.99 Now £2.99 |

25'9" x 12' CARPET REMNANT

Was £410 Sale Price £205 Now £150 |

CHILDRENS

PEPPERMINT DRESSES

Were £44.95 Sale Price £34.95 Now £19.95 |

MAUGIN COATS

Were £57.95 Sale Price £44.95 Now £26.95 |

MAUGIN BOYS JACKETS

Were £72.95 Sale Price £59.95 Now £34.95 |

adidas wallis Dorma PHILIPS ALEXON King Koil JVC

THE BROWN THOMAS SALE CONTINUES

MONDI

Jackets:	£145.00	now £55.00
Trousers:	£85.00	now £35.00
Blouses:	£85.00	now £25.00

PAUL COSTELLOE

Jackets:	£225.00	now £95.00
Blouses:	£140.00	now £55.00
Skirts:	£175.00	now £55.00

PLANTATION by Issey Miyake

Jackets:	£395.00	now £125.00
Trousers:	£225.00	now £65.00
Blouses:	£189.95	now £45.00

GENNY

Suits:	£620.00	now £225.00
Trousers:	£265.00	now £65.00
Blouses:	£210.00	now £75.00

SEPARATES

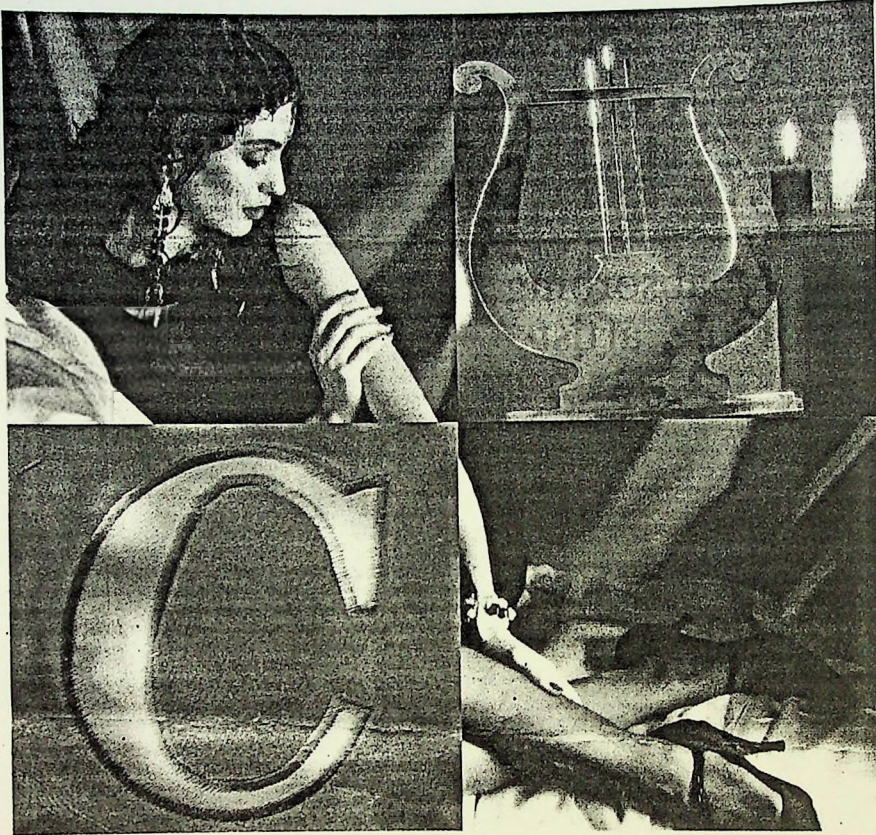
Blouses:	£49.95	now £15.00
Trousers:	£95.00	now £25.00
Skirts:	£59.95	now £25.00

Brown Thomas

Grafton Street, Dublin 2. Telephone: 6795 666.

Fig.50

The Forgotten Art of Shopkeeping CHRISTMAS CHEER.



When Aunt Jennifer sets her heart on a jar of crystallised pineapple,
we'll be here.

When a little voice demands a special party frock,
we'll be here.

When you sneak into town for a glimpse of Christmas windows,
we'll be here.

When she insists on crackers with more than snap,
we'll be here.

When it's time for matching shoes and hand-bag,
we'll be here.

When he deserves more than an I.O.U. pinned to the tree,
we'll be here.

Brown Thomas and Christmas.
Quite inseparable.
As old friends should be.

Open 9.30am to 6.00pm Monday to Saturday.



Grafton Street, Dublin 2. Telephone 6795666.
140 YEARS OF EXCEPTIONAL SERVICE

Late opening Thursday until 8.00pm.

We know the business of beauty is more than skin deep. So we do more than just offer you the most prestigious names in cosmetics at Brown Thomas we're committed to offering you the ultimate in service and product knowledge. Because whether you're after a tube of lipstick or a full skincare regime, we want you to feel confident you've made the right choice for your needs. See the Beauty Advisors at our

**CASSINI,
CLARINS,**

HELENA

**RUBENSTEIN,
ESTÉE LAUDER,**

CLINIQUE,

ARAMIS,

CHANEL,

YVES SAINT

LAURENT,

CHRISTIAN DIOR,

LANCÔME

and **MEN'S &**

LADIES'

FRAGRANCE

counters for a variety of gifts with purchase, special offers and exclusive services — and discover how our Pledge of Service sets us apart from all the rest.

Brown Thomas

Our Pledge of Service

- 1** We bring you exclusive products.
- 2** We offer complete makeovers at no charge.
- 3** We offer complimentary gift-wrapping.
- 4** We take the time necessary to help you make the best choice possible.
- 5** We give you advance notice of new products and events.
- 6** We offer advice on skincare and make-up.
- 7** Our products cost no more than you'd find anywhere else.
- 8** We offer the services of professionally trained make-up artists.
- 9** Our Beauty Advisors are experts on their lines and familiar with products from other ranges.
- 10** Our Beauty Advisors are specially trained to listen to your needs.



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Grattan Street, Dublin 2 Telephone: 6795666
110 YEARS OF EXCEPTIONAL SERVICE

FASHION DIRECTIONS AT SWITZERS

CASHS ● TODDS ● MOONS

Good news. Fashion is set to be soft and snug this autumn. Black continues to be popular — but as a base on which to build an outfit — with the emphasis on warmer options. There is an abundance of earthy shades: chestnut, forest green, rust, gold and wine; while petrol, mauve, peach and other pale neutrals act as subdued colours.

Clothes are comfortable yet shapely, emphasising feminine curves, and there is no point in worrying about skirt lengths — simply go to extremes and wear it either long and billowing or short and straight above the knee.

In trousers, the line is lean. Tailored designs taper to narrow turnups and are worn with soft tops and slim knitwear that may be draped at the front. Ski pants are everywhere and these, along with leggings are teamed with oversize easy sweaters.

Suits are short and snappy. This autumn's interpretation

features cropped jacket with little straight skirt. Jackets come edge to edge or are fitted and button through.

Trimmings are the design highlight of the season; velvet on cuffs and on pocket flaps and buttonstands of jackets, dresses and coats. Large, dominant buttons update classic coats and serious business suits.

Fun fur is big news in outerwear as designers work up intricate styles that are colourful and witty. More traditional reefer, bomber and duffle styles use lightweight wools that incorporate warmth without excessive weight.

Hoods are making a strong statement, appearing on many coats and jackets.

Along with the trend for rich colouring, luxury trims, gently shaped silhouette and soft fabrics, comes the revival of quilting in mainstream fashion. Velvet suit jackets are totally quilted as are sections in many of the season's coats.





ALL THE DIFFERENCE

Gil Bret AT

SWITZER
S W I T Z E R



OUR NAMES MAKE

LORETTA
BLOOM

AT

SWITZER



**LORETTA
BLOOM**

LE TAXI JAUNE, NEW YORK. POWDER BLUE JACKET, £132.95; POWDER BLUE AND WHITE SKIRT, £128.95. ALL BY LORETTA BLOOM. AVAILABLE AT SWITZERS, TODDS, CASHS AND MOONS.

NEW YORK
NEW YORK

SWITZERS

STORIES

SWITZER CASHS TODDS MOONS

CUSTOMERS have come to identify The Switzers Group with trusted fashion brands and now the group is enhancing that reputation. In order to make shopping simpler and that bit more personal, they have divided all their fashion floors into separate, branded merchandise shops.

These distinctive areas each house a comprehensive range by a different label such as Loretta Bloom, Betty Barclay, Mondri, and newcomer to Ireland, Dash. Within each area, displays provide customers with styling and co-ordination ideas.

Another Switzers innovation, set to open mid-September, is *Image*, a section dedicated to fashion-conscious young women. This 3,000 square feet area located on the balcony of the fashion department promises competitively-priced clothes for leisure, work and evening. Mexx, French Connection and Big Bok will feature in individual shops, while softer looks from Cartoon and Oui Set will together form one unit. (Other Switzers Group stores are set to open similar areas next spring.)

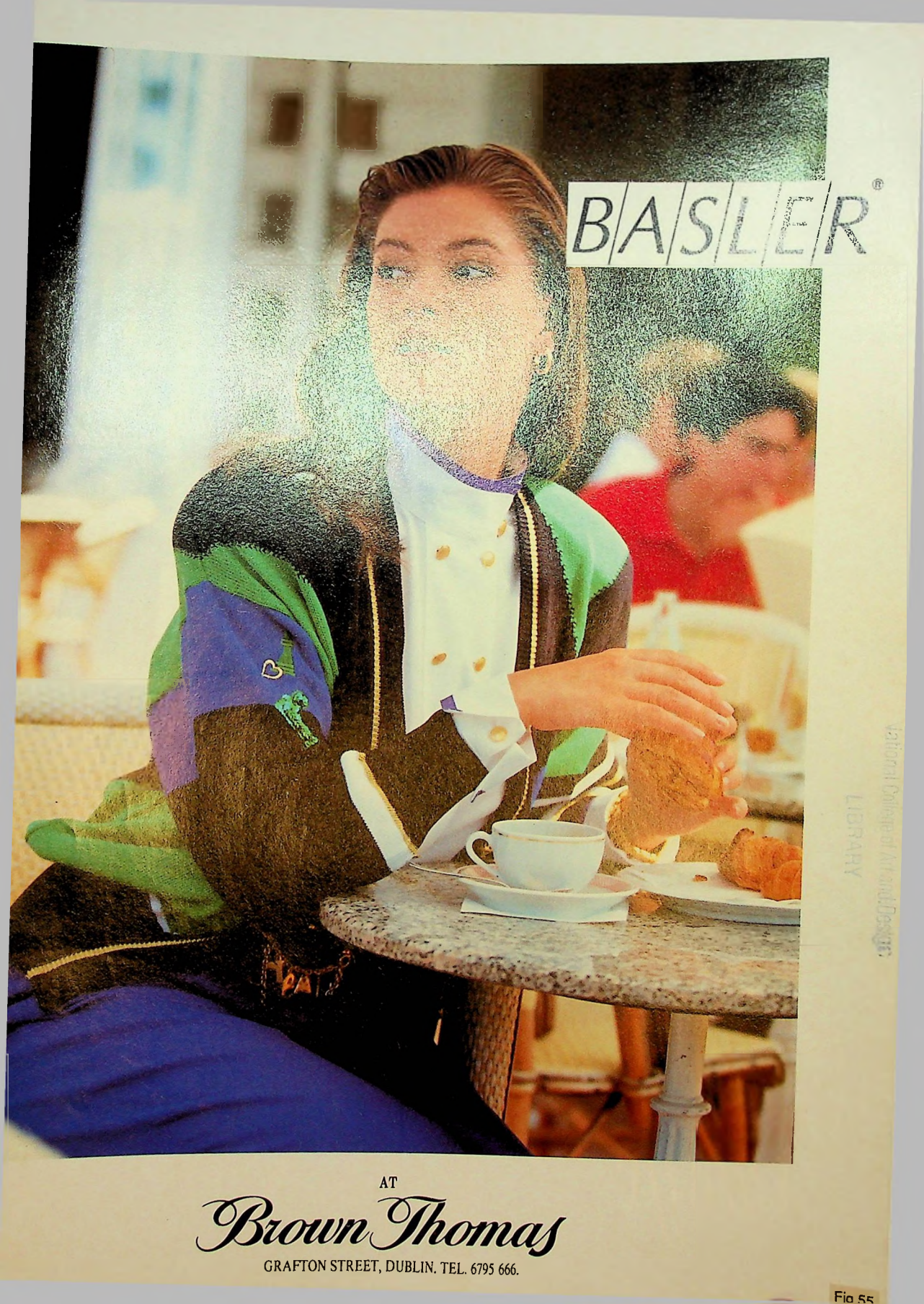
On the ground floor at Switzers a shopper can satisfy all her jewellery requirements from fashion pieces at £2.99 right through to keepsakes for £500. Inexpensive youth-inspired earrings, necklaces and bracelets come in an entire world of merchandise by Napier, Christian Dior, Ciro and Henry Spring and are shown in magnificent glass cases.

And that's not all: in October, when ladies walk through the main doors of Switzers, before their eyes will stretch the most impressive and customer-friendly cosmetics section in Ireland. Once again, the intention will be to make shopping for branded merchandise a pleasureable experience, with each of the twelve major 'islands' offering a different brand name.

Cosmetics are meant to be handled and tried, and the new

concept at Switzers will allow for intimacy between client and product. There will be more activity, with facials and make-overs a normal daily occurrence. A most progressive development is the dressingtable unit at each counter, allowing women to sit down and try the products in delicious, leisurely comfort.



A woman with long brown hair is seated at a round, speckled table in what appears to be a cafe or restaurant. She is wearing a dark brown jacket with a vibrant, multi-colored geometric pattern in shades of green, blue, and purple. The jacket has gold buttons and a decorative gold chain running down the front. She is holding a small, round, golden-brown pastry in her hands. On the table in front of her is a white cup of coffee on a saucer and a plate with more pastries. In the background, another person is visible, slightly out of focus. The overall atmosphere is warm and sophisticated.

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IS RIGHT

ASHLEY REEVES

Stillorgan/Dundrum Centres.

Acquiesce

40 Grafton Street, Dublin 2.

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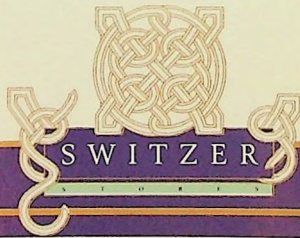
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DUTY PAID
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ALL VISITORS FROM
THE U.S.A. ARE ENTITLED
TO PURCHASE GOODS
TAX FREE

18.69% DISCOUNT
(CLOTHING AND FOOTWEAR 9.09%)

In addition
WE WILL PAY YOUR DUTY
on China, Glass and Collectables
despatched to the U.S.A..



SWITZERS

Fig.57



Interior signage in Brown Thomas





Switzers 'Estee Lauder' promotion





Restaurants in Switzers



Coordinated Exterior and Interior display in Switzers





Interior display in Brown Thomas



Interior in Brown Thomas

