



Whatever she does...

*she does it
 beautifully*

After the war, Boots celebrated the return to full production with a comprehensive re-launch of No7 in 1952.

The range came in honey and gold packaging, designed to add a touch of glamour to every woman's dressing table. Having endured rationing and utility clothing, women now yearned for little affordable luxuries.

Reflecting the post-war democratic mood, No7 recognised the everyday nature of modern beauty and the right of all women to obtain it. Notable publicity campaigns featured British actresses like Geraldine McEwan and Shirley Eaton, whose wholesome good looks marked a clear departure from the elegant imagery of the 1930s.

Women were addressed within a range of ordinary roles; as secretaries and as women about town, as well as housewives. Although this was suggestive of the wider opportunities available to post-war women, the

campaigns also reflected the reaffirmation of traditional gender roles. Beauty products in the 1950s were often promoted to women as a means to gain male appreciation.

As one slogan instructed: "Someone is always looking at you. Stay lovely always."

The 1960s however, saw widespread social change throughout Britain and No7 again adapted accordingly. Customer research revealed that modern women now wanted more than reliable, everyday beauty at an affordable price. With greater social freedoms and increased spending power, they also wanted instant access to the most up-to-the-minute looks.

At 9am on 16 April 1971, under the direction of brand guru Barbara Attenborough, No7 was again re-launched in spectacular style. The new look marked a dramatic change and echoed the confidence of women now eager to publicly express their individual style and sexuality.

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Geraldine McEwan on the front cover of *Number Seven* magazine, 1955. From the Boots Archive, 1054/22

Boots store assistant, c.1967. From the Boots Archive, SI 242