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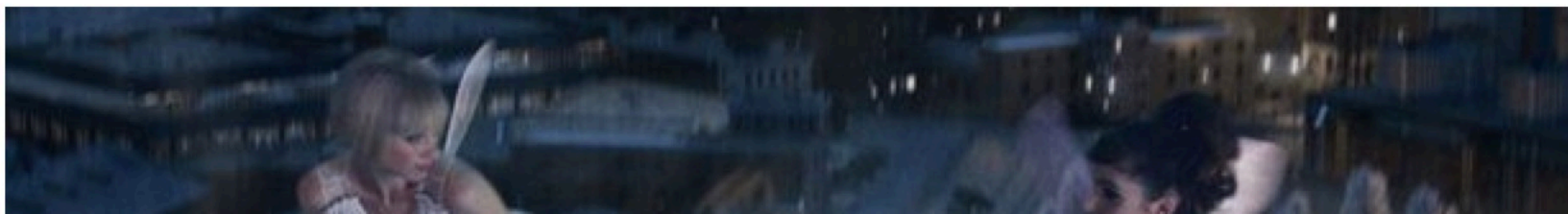
M TV TV News Marks & Spencer

Marks & Spencer ditches glamorous Hollywood line-up for feelgood fairies in new Xmas advert

Nov 07, 2014 20:45 By Ruki Sayid

M&S is hoping its mythical creatures will sprinkle fairy dust across the nation. Last year's video featured Helena Bonham Carter and other stars

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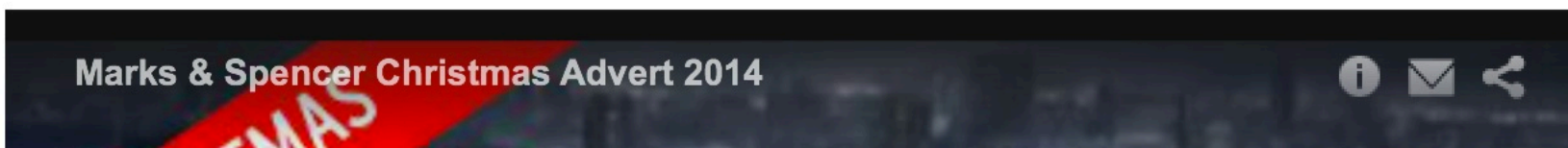


Festive: This year's version (above) is not as star-studded as last year's (bottom)

High street chain **Marks & Spencer** has axed its glamorous line up of Hollywood stars and supermodels in undies for feelgood fairies in its new Christmas commercial.

Going head-to-head with department store John Lewis and its heartwarming tale of a boy and his penguin pal called Monty, M&S is hoping its mythical creatures will sprinkle fairy dust across the nation.

Called Magic and Sparkle, the playful pair carry out random acts of kindness after clocking in for work at the fairy factory.



495€ 199€

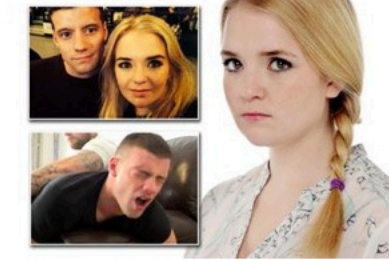
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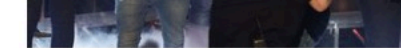
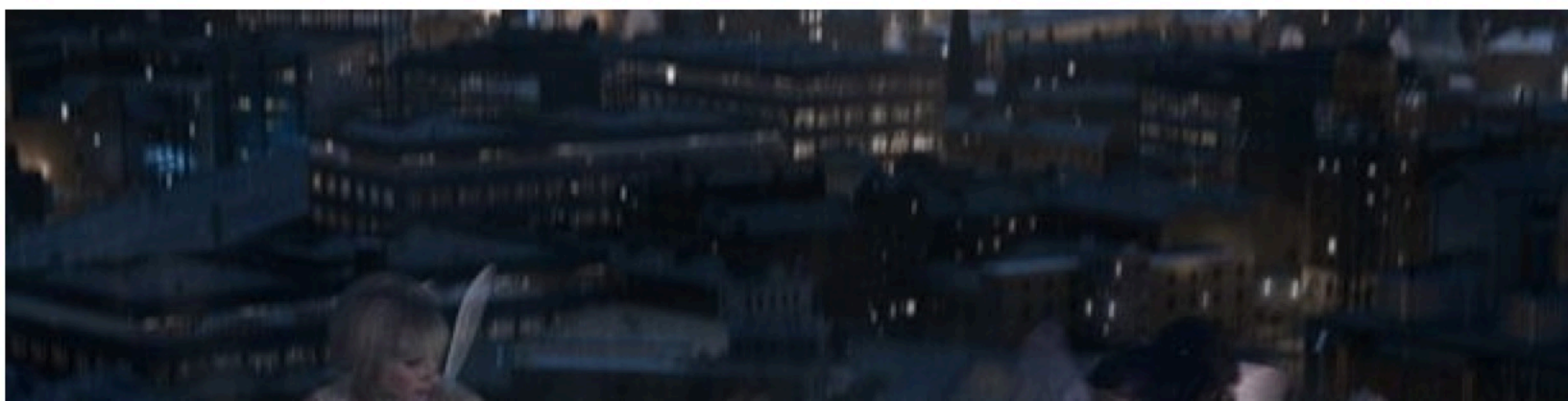
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Played by unknown models, the winged duo rescue bored children stuck indoors watching telly with an unexpected snowfall, sending them rushing outside excitedly to play.

Tired looking washing strung out to dry is transformed into glitzy partywear and two lonely hearts going their separate ways fall in love after a chance meeting, thanks to a smattering of their red and silver fairy dust.

Shot on location in Prague and London, the multi million pound campaign which has taken [Twitter](#) by storm will get its debut TV screening during the first X Factor ad break on Saturday.



invader



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X FACTOR

X Factor 2014: Paul



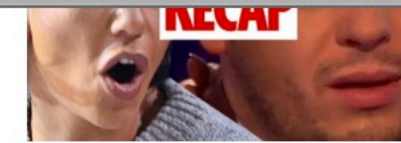
Dancing: The new M&S Christmas advert was shot in Prague and London

Viewers expecting to see big names from previous ads including Helena Bonham Carter, Twiggy, Take That heartthrobs such as **Gary Barlow** and stunning model Rosie Huntington Whiteley will be disappointed.

But M&S is pinning its hopes for a sales surge on two newcomers - red dress wearing Magic played by French model Claire Chust and all in silver Sparkle played by Chloe Francois.

Patrick Bousquet-Chavanne, executive director of marketing at M&S said the time was right for the store to move away from blockbuster celebrity ads and go back to "the sparkle and optimism of Christmas".

Is this year's M&S Xmas ad a winner?



Recap: Paul Akister eliminated in Sunday's results show - updates and reaction as they happened



X Factor 2014: Paul Akister's elimination makes Twitter explode with fury

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PAUL AKISTER

The two minute ad is part of the chain's biggest ever social media campaign which aims to bring the fairies to life in everyday situations so they can spread a little happiness throughout Britain.

Followers who need cheering up or want the fairies to help a friend or relative can ask them for a favour at their Twitter account @TheTwoFairies.

They have already carried out a number of good deeds like taking cakes to hospital night shift workers, bringing snow for the first time to school children in Cornwall and handing out brollies to commuters caught in the rain.



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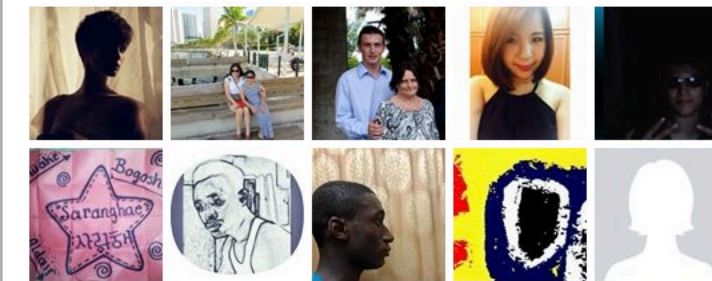
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