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## M&S hopes Magic and Sparkle, not stars, will shine this Christmas

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Behind the story:

Monty the Penguin: watch the 2014 John Lewis Christmas ad

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Alex Ralph

Last updated at 12:58PM, November 7 2014

Two fairies called Magic and Sparkle have replaced Rosie Huntington-Whiteley, David Gandy and Helena Bonham Carter as Marks & Spencer drops celebrities from this year's Christmas advert.

The retailer's seasonal commercial features two fairies sprinkling a "little festive kindness" as they fly over an evening cityscape.

Set to Julie London's version of *Fly Me to the Moon*, the fairies, wearing glitzy party dresses, turn a boring alarm clock present into a bra, a grey washing line into bright frocks, help find a missing cat and switch off an iPad and television to get children to play in the snow.

The

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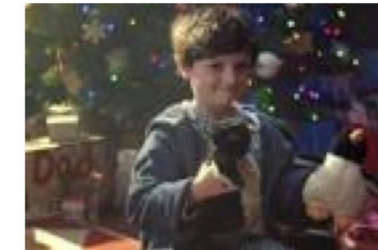
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