

**Trudie Bradley, designer of shop windows: papers,
1937-1938**

Table of contents

Introduction and summary description	page 3
Context	page 3
Scope and content	page 4
Provenance.....	page 4
Access	page 4
Related material	page 4
 Detailed catalogue	 page 4
Student designs for shop window displays, 1937-1938	page 4
Photographs of window display mock-ups, 1937-1938	page 5
Student typographical designs, 1937-1938.....	page 7

Trudie Bradley, designer of shop windows: papers, 1937-1938

Introduction and summary description

Creator: Trudie Bradley
Reference: AAD/2013/4
Extent: 50 items

Context

Trudie Bradley (1918-2010) was born as Gertrude (known as Trude) Zunz, at Offenbach am Main, near Frankfurt in Germany. Her family was Jewish and in 1936 she moved to Britain, settling in London. In Germany she had done domestic science training and worked as an au pair; in London she trained as a window designer/dresser, probably at the Westminster School of Art in Vincent Square. After qualifying, she worked in the north-west of England before returning to London in 1940 where she did war work, making radio components. From 1945 or 1946 she was employed by Marks and Spencer as a window designer/dresser in the firm's flagship Baker Street store, and subsequently in their Wolverhampton and Birmingham stores. In 1944 she married Fred Bradley, a medical photographer and later a technical translator; in 1950 the couple moved to Handsworth Wood in Birmingham, and in 1955 to Oxford, where she lived until her death in 2010. After her first child was born in 1951 Trudie Bradley did not continue her design career. Later in life, she developed other creative skills and became a prolific and sought after amateur potter.

Scope and content

Student designs for shop window displays; student typographical designs; student photographs of window display mock-ups (all 1937-1938).

Provenance

Given by Anne Bradley, 2012.

Custodial history

Transferred to Trudie Bradley's daughter Anne on her death in 2010.

Access

This archive is available for consultation in the V&A Archive and Library Study Room, which is located at Blythe House, 23 Blythe Road, Olympia, London, W14 0QX. The Study Room is open Tuesday to Friday between 10.00 am and 4.30 pm, by appointment only. To request an appointment please email archive@vam.ac.uk or telephone 020 7603 7493. Access to some files may be restricted; these are identified individually with the catalogue.

Restrictions on access

This archive is available for consultation in the V&A Archive and Library Study Room, which is located at Blythe House, 23 Blythe Road, Olympia, London, W14 0QX. The Study Room is open Tuesday to Friday between 10.00 am and 4.30 pm, by appointment only. To request an appointment please email archive@vam.ac.uk or telephone 020 7603 7493. Access to some files may be restricted; these are identified individually with the catalogue.

Restrictions on use

For conservation reasons the photocopying of archival material is not permitted. Archives may be photographed for study purposes only, at the discretion of the archivist.

Detailed catalogue

Student designs for shop window displays, 1937-1938

Reference: AAD/2013/4/1

Extent: 9 items

Reference	Description	Dates
AAD/2013/4/1/1	Shop window design 1 item Shop window design depicting books on shelves in a triangular shape. Gouache and pencil.	27 Jan 1938
AAD/2013/4/1/2	Shop window design 1 item Shop window design for beach clothing. Gouache and pencil.	1937-1938
AAD/2013/4/1/3	Shop window design 1 item Shop window design depicting accessories on triangular shelves. Gouache and pencil.	1937-1938
AAD/2013/4/1/4	Shop window design 1 item Shop window design depicting green draper. Gouache and pencil.	Oct 1938
AAD/2013/4/1/5	Shop window design 1 item Shop window design depicting green and brown drapery. The design includes the words 'news of the season'. Gouache and pencil.	Oct 1938
AAD/2013/4/1/6	Shop window design 1 item Shop window design depicting printed designs in a circle, surrounding the text 'sale'. Gouache and pencil.	3 March 1938
AAD/2013/4/1/7	Shop window design 1 item	June 1938

AAD/2013/4/1/8	Shop window design depicting a display of hats. Gouache and pencil. Shop window design 1 item	24 March 1938
AAD/2013/4/1/9	Shop window design depicting knitwear. Gouache and pencil. Detail of a shop window design 1 item Detail of a shop window design depicting a branch of a Christmas tree, with candle, apple and star. Gouache and pencil.	21 Dec 1937

Photographs of window display mock-ups, 1937-1938

Reference: AAD/2013/4/2

Extent: 21 items

Reference	Description	Dates
AAD/2013/4/2/1	Shop window photograph 1 item Photograph of a shop window display for Dunlop sportswear. B/W	1937-1938
AAD/2013/4/2/2	Shop window photograph 1 item Photograph of a shop window display for Slazengers sports gear, including tennis rackets and skis. B/W	1937-1938
AAD/2013/4/2/3	Shop window photograph 1 item Photograph of a shop window display, depicting a fashionable dress, fabric drapery, shoes, and a pearl necklace. B/W	1937-1938
AAD/2013/4/2/4	Shop window photograph 1 item Photograph of a shop window display, advertising hair and beauty. The design is a woman's face. B/W	1937-1938
AAD/2013/4/2/5	Shop window photograph 1 item Photograph of a shop window display, depicting ladies' underwear by Celanese. B/W	1937-1938
AAD/2013/4/2/6	Shop window photograph 1 item Photograph of a shop window display, depicting fabric and depictions of women. B/W	1937-1938
AAD/2013/4/2/7	Shop window photograph 1 item Photograph of a shop window, depicting various women's garments around a column. B/W	1937-1938
AAD/2013/4/2/8	Shop window photograph 1 item Photograph of a shop window, containing fabric and women's dresses. B/W	1937-1938
AAD/2013/4/2/9	Shop window photograph 1 item Photograph of a shop window display, containing swimwear for Morleys. B/W	1937-1938

AAD/2013/4/2/10	Shop window photograph 1 item Photograph of a shop window display for women's clothing. B/W	1937-1938
AAD/2013/4/2/11	Shop window photograph 1 item Photograph of a shop window display for fabric. B/W	1937-1938
AAD/2013/4/2/12	Shop window photograph 1 item Photograph of a shop window display for Morleys women's stockings. B/W	1937-1938
AAD/2013/4/2/13	Shop window photograph 1 item Photograph of a shop window display for Jaeger jumpers. B/W	1937-1938
AAD/2013/4/2/14	Shop window photograph 1 item Photograph of a shop window display for fabric. B/W	1937-1938
AAD/2013/4/2/15	Shop window photograph 1 item Photograph of a shop window display for fabric. B/W	1937-1938
AAD/2013/4/2/16	Shop window photograph 1 item Photograph of a shop window display for picnic crockery. B/W	1937-1938
AAD/2013/4/2/17	Shop window photograph 1 item Photograph of a shop window display for fabric. B/W	1937-1938
AAD/2013/4/2/18	Shop window photograph 1 item Photograph of a shop window display for women's accessories. B/W	1937-1938
AAD/2013/4/2/19	Shop window photograph 1 item Photograph of a shop window display for women's shoes. B/W	1937-1938
AAD/2013/4/2/20	Shop window photograph 1 item Photograph of a shop window display for suiting. B/W	1937-1938
AAD/2013/4/2/21	Shop window photograph 1 item Photograph of a shop window display for garden tools. B/W	1937-1938

Student typographical designs, 1937-1938

Reference: AAD/2013/4/3

Extent: 20 items

Reference	Description	Dates
AAD/2013/4/3/1	Letters typographical design 1 item The design reads 'Imperial Chemical Industries'. Gouache and pencil.	June 1938
AAD/2013/4/3/2	Letters typographical design 1 item The design is titled 'Roman letters freely painted'. The design depicts the alphabet. Gouache and ink.	23 Feb 1938
AAD/2013/4/3/3	Letters typographical design 1 item The design depicts the letters 'R M a y s n'. Gouache and pencil.	10 March 1938
AAD/2013/4/3/4	Numerals typographical design 1 item The design is titled 'exercise 5' numerals. Gouache.	2 May 1938
AAD/2013/4/3/5	Letters typographical design 1 item The design depicts the alphabet. Gouache.	21 Oct 1937
AAD/2013/4/3/6	Letters typographical design 1 item The design reads 'New Oxford Dictionary'. Gouache and pencil.	11 Jan 1938
AAD/2013/4/3/7	Letters typographical design 1 item The design is titled 'exercise 2'. The design reads 'lower case roman letters freely drawn with the brush' accompanied by the alphabet. Gouache.	19 Jan 1938
AAD/2013/4/3/8	Letters typographical design 1 item The design reads 'industrial design'. Gouache and pencil.	9 Feb 1938
AAD/2013/4/3/9	Letters typographical design 1 item The design reads 'British Museum'. Gouache and pencil.	24 March 1938
AAD/2013/4/3/10	Letters typographical design The design depicts the alphabet. Gouache and pencil.	3 March 1938
AAD/2013/4/3/11	Letters typographical design 1 item The design depicts monograms with the letters 'TZ'. Gouache and pencil.	16 Feb 1938
AAD/2013/4/3/12	Letters typographical design 1 item The design depicts the alphabet. Gouache and pencil.	27 Nov 1938
AAD/2013/4/3/13	Letters typographical design 1 item The design depicts the alphabet. Gouache and pencil.	3 Feb 1938
AAD/2013/4/3/14	Letters typographical design 1 item The design depicts the alphabet. Pencil.	1937-1938
AAD/2013/4/3/15	Letters typographical design 1 item	May 1938

	The design depicts the alphabet. Gouache.	
AAD/2013/4/3/16	Numerals typographical design 1 item	July 1938
	The design depicts numerals. Gouache.	
AAD/2013/4/3/17	Letters typographical design 1 item	22 Sept 1938
	The design depicts the alphabet. Gouache.	
AAD/2013/4/3/18	Letters typographical design 1 item	16 Feb 1938
	The design is titled 'exercise 3 - freely drawn monograms'. The design depicts letters with monograms of 'TZ' and numerals with the date '1938'. Gouache and pencil.	
AAD/2013/4/3/19	Letters typographical design 1 item	Oct 1938
	The design depicts the letters 'o b'. Gouache and red ink.	
AAD/2013/4/3/20	Letters typographical design 1 item	23 Dec 1937
	The design depicts the alphabet. Pencil.	
