

Top Ten Must-Haves For School Shopping

(NAPSA)—The search is always on for school clothes that are durable and look great.

To help parents compose must-have shopping lists for this school season, here are a few tips from the experts at Lands' End:

1. Sneakers: The No. 1 must-have item for school shopping is new tennies. When asked, 95 percent of moms agreed that athletic shoes are a priority. Special features to look for include reflective material to help with visibility, good-gripping soles for plenty of traction, lightweight fabric to let feet breathe, anti-microbial insoles to help with odor, and toe bumpers designed to fend off scuffs and bangs.

2. Backpacks: When purchasing a backpack, parents consider durability a key factor, but kids also rate color, style and features as important.

For children ages three and up, select junior-size packs that will fit them correctly and won't weigh them down. If loads are expected to be heavy, look for wheeled packs.

When shopping, look for bags that fit the child's back and provide comfortable, padded shoulder straps and the right compartments for your student's needs. Monogrammed initials help identify backpacks.

3. Denim: There are plenty of popular denim styles, which range from classic five-pocket silhouettes to loose-fit carpenter cuts for boys and feminine-styled boot-cut and flares for girls. In addition to silhouettes, there's a multitude of washes from dark resin to more-washed, softer finishes. Also, look for elastic and hidden adjustable waist features to help expand or contract for the perfect fit.

4. Colorful Tees and Polos: Bright and bold colors are back for



This season, kids are layering tees and polos in bright, bold colors paired with denim to reflect their own personalities.

tees and polos. Kids will want to layer them every which way, so look for value pricing when buying multiples.

Athletic-inspired graphic tees are important for boys, and girls will appreciate layering tees in vibrant colors and feminine patterns. Tees this season are spiced up with more details for girls, such as small lettuce ruffles and added embellishments. Boys will find polo shirt options in both short and long sleeve that can be layered for style and comfort in rugby stripes, pieced color block patterns and sport-inspired icons.

5. Lunch Boxes: Kids want a lunch box that offers them plenty of room to keep their food from being squished, but also has pockets for extra money and is easy to carry.

The biggest news in lunch boxes is the Lands' End nonporous, seamless CleanSweep lining that makes lunch boxes crumb- and spillproof, easy to clean and leak resistant. For easy carrying, look for an adjustable clip/carabiner that can attach to backpacks.

6. Sweaters—The Jacket Alternative: Cotton sweaters are lightweight, breathable, comfortable and easy to wear with the “no-itch” factor. Girls will look for easy-to-layer cardigan sweaters and ribbed crew necks, and the preppy sweater-vest is back this season. Boys will find collegiate-inspired V-necks and half-zip styles that are made for layering with their favorite tees and polos.

7. Cargos: Boys will find this gotta-have in denim, twill and even corduroy for the fall season. Boys appreciate the bellow pockets for holding stuff, and moms appreciate the doubled fabric at the knees for keeping up on the playground and climbing trees.

8. Skirts & Skorts: Playful skorts and feminine skirts are perfect for little girls who love to twirl. Skirts continue to be an important trend for girls, and 51 percent of girls said they needed at least one skirt.

9. Coats: Most kids will need a new coat for school. Look for fleece options that wick, warm and perform. Fleece jackets are a great option in pullovers and full-zip styles that can be worn in the mornings and then packed away in backpacks for warm afternoons.

10. Mary Janes: Mary Janes are the perfect shoe for girls and are available for every occasion, from the playground to the classroom. This classic silhouette looks new again for fall in styles from suede to patent leather, and with embellishments or sporty styles in a variety of colors, girls can comfortably dress an outfit up or down with style. Easy no-lace styles make morning dressing a breeze.

For more information, visit www.landsend.com or call (800) 734-5437.