

# fall fashion trends

BY DONNA CARTER

Shopping for those back-to-school wardrobes can be tough on parents and children alike. It's hard to reconcile what the kids want to wear with what you can afford. Squash the squabbles by arming yourselves with these trend reports: We talked to industry experts and sussed out what's "in trend" and what's going to work with your budget.

## TREND 1: COMFORT

Suffer no more for fashion! For those who have shunned beauty for the sake of comfort, this is the year to have the best of both worlds. Senior design director of JCPenney's children's department Zo Taylor said, "hoodies, leggings, athletic pants and shorts, crew neck sweatshirts and soft pants are all gaining in popularity." With the resurgence of this fashionable athletic wear and a tendency toward looser clothing, students can embrace style on their own relaxed terms.

Shown: Arizona Navy & Gray Letterman Jacket (\$60) and the Arizona Gray Print with White Stripes (\$36) from JCPenney

## TREND 2: PATTERNS

No longer is pairing zebra stripes with polka dots considered a fashion faux pas. In fact, this purposeful mismatching is encouraged for your budding style-means. Sofia Wackman, vice president of trend for Kohl's Department Stores, advised, "Even up your look by experimenting with global-inspired prints and mixing different textures." So, go ahead and let your 4-year-olds dress themselves—or let your 14-year-old dress like a 4-year-old! With this trend, any wild pattern is fair game.

Shown: Leopard Print Dress (\$36) from American Apparel

## TREND 3: NEON/BRIGHT COLOR

This autumn, kids will dress in colors as vibrant as the fall leaves crunching beneath their feet and take wheels. Wackman said, "We always love color, especially for back-to-school." May's Fashion Director Josh Saltzman agreed, "bold, saturated colors" will rule this fall. This trend extends beyond colored tops into the realm of tatted jeans and funny sneakers. Any Craiyola color is fair game—from daring reds to bold violets and every other hue within the spectrum.

Shown: Cardie's Eyelet Bow-Back Slater Dress - Juniors (\$58) from Kohl's

## TREND 4: GRAPHIC TEES

Whether your child is shy or outspoken, graphic tees offer a fashionable "verbal" outlet. Although this phenomenon isn't particularly new, Lori David, Sears' divisional



## TREND 5: PATRIOTISM

Patriotism will be embraced well beyond July 4 when freedom meets fashion this fall. The symbolic stripes and colors will debut on tops and bottoms alike. Once Upon a Child's District Manager Nicole Miller said, "With the passing of the 2014 Olympics, nautical and patriotic colors will still be trendy," whether casually unaware or passionately patriotic, your children will proudly represent the nation as they march to the first day of school.

Shown: Arizona Blue & Red Plaid Button-down (\$30) from JCPenney

## TREND 6: LAYERING

As autumn makes its appearance, chic jackets and cozy sweaters debut on stores' racks and on the backs of students. It's become common for students to forgo bulky coats and as Miller pointed out, "It's easier to remove articles of clothing as temperatures rise throughout the day." These alternatives are a stylish way to brave the early morning chill and later adjust for the warmth of a fall afternoon.

Shown: Calvin & Kbebe Jacket (\$48) from Sears

## TREND 7: COTTON BASICS

This school year, cotton is supreme. His Albino, American Apparel's creative director, said, "100 percent cotton-knit basics are making a comeback, replacing synthetic textiles, especially for the younger crowd where parents are doing most of the selecting." While fun fabrics offer an edge, traditional cotton pieces provide the coziness many students relish.

Shown: SO Slubbed 1/2 Neck Tee (\$22) from Kohl's



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