



Parents' Guide

The ABC's Of Shopping For Top-Quality School Clothes

(NAPSA)—A survey by Parents magazine found that 85 percent of parents shop for quality items that last when buying clothes for their kids, while two-thirds want to be more informed about how to spot quality details.

Parents should study the ABC's for back-to-school shopping:

- **Always seek superior shoes.** Look for reinforced toes, water-resistant fabrics and anti-microbial finishes that help fight odors. Shoes with elastic laces or rip-grip closures are easier for younger kids to get on and off. Deep tread and rubber soles keep kids steadier on their feet by offering traction on slippery surfaces.

- **Bring on the reinforcements.** Bartacked stress points and reinforced stitching on seams offer superior durability. On pants, felled inseams prevent ripping and fraying.

- **Call on kid-friendly features.** It's easier for kids to dress themselves in clothes designed just for them. Look for snap or hook-and-eye closures and longer zipper pulls that are easy for little hands to handle.

- **Durability doubles the value.** Look for double-strength bases, reinforced stitching on handles and bartacking on interior corners to ensure superior durability. The Lands' End ClassMate StudyHaul backpack, for example, features reflective trim, padded C-shaped straps and lumbar panels for extra comfort and safety.

- **Ease and comfort.** Kids will be less likely to complain about wearing items that are comfortable. Back elastic on pants provides comfort without pinching. Tagless styles eliminate annoying itches. Look for clothing in extended sizes such as slim, plus and husky to help ensure the right fit.



Looking smart at school can start with knowing the basics about quality clothes.

- **Find fabulous fabrics.** Look for easy-to-care-for, stain-, fade- and wrinkle-resistant fabrics that offer extra durability and will look great right out of the washing machine. When getting 100 percent cotton, remember, items that are prewashed will offer maximum softness and minimal shrinking.

- **Get more with growing room.** Clothing that grows with kids offers greater value because they can wear it longer. Look for inside adjustable waists that cinch or expand as needed and sleeves or pant legs on outerwear that extend to offer extra inches.

- **Homework assignment:** Parents need to research return policies. An overwhelming majority (93 percent) felt a good return policy adds to the quality of an item. All Lands' End items, including backpacks, school uniforms and shoes, are guaranteed, so you can return any item at any time for an exchange or refund of its purchase price.

- **If you'd like more information about quality clothing, visit www.landsend.com or call (800) 800-5800.**