



FAMILY FINANCES

Back-To-School Wardrobes At Prices That Make The Grade

(NAPSA)—With economic concerns making consumers more savvy than usual, families are looking for ways to stretch their budgets this back-to-school season.

A recent survey by Opinion Research Corporation found that on average parents plan on spending as much as \$350 per child on back-to-school shopping.

While cost, quality and versatility remain key factors for parents when purchasing back to school clothing, 21 percent of parents are influenced by their child's personal fashion wants and desires.

"Today's kids have strong opinions about their wardrobe and parents are often caught between the need to be practical and the desire to make their children happy. By shopping off-price for back-to-school at Marshalls, both parents and their children can win," says Colleen Healy, shopping expert for Marshalls—an off-price retail store that offers clothing and accessories at 20 to 60 percent less than department and specialty stores.

According to Healy, some of this year's hottest (and most affordable) fashion trends include:

Young Women—Low-rise and boot-cut jeans with fun details and soft, stretch cords in olive, khaki and brown. When choosing skirts, add variety with a mix of feminine prairie skirts and denim minis.

Girls—The must-have purchase is the velour tracksuit in pink, baby blue or yellow. No fuss tees, soft hoodies and long-sleeve novelty tops with embellished



Back-to-school on a budget?
No problem—shop at an off-price store to rack up savings.

motifs and attitude phrases make a statement.

Boys—The urban/athletic look is all the rage. Fleece, hooded pullovers, T-shirts and football jerseys featuring designer logos and attitude appliqués in gray, navy or red are a cool look. Carpenter pants and relaxed fitting jeans are also popular.

Accessories—When choosing a new backpack, look for durable nylon in bright red, blue and yellow to help you stand out in the crowd. Lunch bags in pink, purple for girls and primary colors for boys are always a safe bet. Hippie-inspired fringed bags for girls are at the forefront of style. Don't forget school supplies. Notebooks, stationery and pencils will help you make the grade.

To locate the nearest Marshalls store, call 1-800-Marshalls or visit www.MarshallsOnline.com.