

School bells

Ringing in new fashions

By SHIRLEE IDEN

With school bells set to ring again, most little scholars have their pencils sharpened and their wardrobes spiffed up as well.

While school days mean the house gets quiet, getting ready for the fall semester involves major consumer decisions, and significant inroads into clothing budgets.

Although many children prefer to look very much like their peers, and simply be comfortable, other small sophisticates are aware of every trend.

For mothers, the consideration may be "is it machine washable and color fast?" While junior may not be happy unless he gets a fringed jacket and western boots just like his friends have. Getting the back-to-school crowd out of the swimming pool and into a department store isn't easy. To make it interesting, Hudson's invited mothers and their children to a seasonal fashion show, beginning with breakfast.

Chocolate milk, (coffee for mothers) sweet rolls and two clowns called Sunshine and Daisy made the school clothing survey easier to take for everyone.

MODELS for the morning show were: Aurdee Turner, Megan Monroe, Katie and Kelly Clouse, Jim and John Weddigen, Mark Hoeller, Elicia Snow and Kerry Taylor.

Erica Ketelhut, children's fashion coordinator for Hudson's stores, said the dominant theme this year is the all-American style.

"It's another name for the preppie look," she said.

"And what it translates into is: oxford shirts, blazers, touches of lace, corduroy pants, Shetland sweaters, and lots of personalization."

Ms. Ketelhut, a 20-year veteran in Hudson branch stores, briefs children's clothing buyers.

"Children love status clothes," she said. "We do a lot of monograms for kids. Up to age 12, they like their first names used. But by age 12, they want black letters, like adults."

"Children like to emulate their elders when it comes to clothing, but though the styles translate, sometimes the colors are different."

An important theme for 1980 is western. Ms. Ketelhut said buyers are seeing fringe on just about everything.

"And beaded headbands are becoming popular," she said.



All eyes are on this dapper young student who's ready for school in new jeans, plaid shirt and sweater tied over his shoulders.

KNITS are a big trend this year, and, happily for mothers, many are washable at home.

"Sweaters are a big chunk of business for kids," she said.

When clowns Daisy and Sunshine asked the kids at Hudson's if they were ready for school, they shouted back in unison: "nope!"

Yet many seemed very interested in what to wear when they do go back.

And what little girl wouldn't be a hit in a red jumper, plaid shirt and brand new penny loafers?

Plaid is as strong in children's fashion as with adults this year. A tartan plaid dress and vest was accessorized with white blouse trimmed in lace and a red bow.

Knee socks picked up the red and completed the look.

With a navy blazer, a little fashion plate wears a Shetland sweater and turns up the collar of the shirt, tying a neat bow underneath.

Dresses and skirts both come topped with blazers and, just like the '60s, a little circle pin on the shoulder adds a feminine touch.

JEANS are still in, though they may be photographed with the logo of a name designer. And vests are unisex, as are western boots.

Some like their status in small doses, and can have it with a designer belt.

Outerwear is warm, durable and often quilted. Most pieces are machine washable and very lightweight.

The season may be coming to a close, but baseball jackets will continue to have their innings. They are made with lots of room, very lightweight and quite warm.

Fake furs are combined with knits in some attractive outerwear selections and one coat in corduroy is an authentic L-sashcoat with fur-like collar and a hood.

"You gotta have a sleeveless vest," said commentator Ketelhut, predicting that will be a sleeper item everyone will want.

Though back-to-school styles follow adult trends and bow to designer names, they reflect consumer demands for practical sturdy togs to get children through the busy days ahead.

Staff photos
by
Mindy Saunders



Encouragement from a friendly clown helps this model wearing a tweed coat and hat set, white tights and shiny new Mary Janes.



Snoopy accompanied this model in a knit outfit down the ramp (above). The smiling girl in the center is all ready for winter in a white acrylic jacket with hood worn over contrasting pants and trendy boots. Furs, even fake ones, are part of the winter scene for youth. This warm jacket has knit sleeves in beige to go with the beige and white-patterned, fur-like fabric (right).



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