



Spring 2011

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LIONS, SUPER HEROS AND MONSTERS OH MY! Sears children's fashions for spring are every kid's fantasy

This spring, children's wear at Sears is all about monsters and super heroes. For girls, Monster High is all the rage. Monster High apparel which is exclusive to Sears is based on the popular book and toy series from Mattel which features "frighteningly fashionable" teenage descendents of the world's most famous monsters. For boys, the "tee with toy" combo keeps them well-dressed and entertained. Graphic tees from Hot Wheels come with a toy car, and Marvel superhero tees feature comic books.

"Fashion for the younger set has a fantastical feel to it," says Nancy Dennis, Brand and Trend Director, Children's Wear at Sears Canada. "Super heroes and the coolest monsters in school, serve as the inspiration. For the older crowd, girls borrow looks from their brothers' closets with the loose and relaxed v-neck 'brother' tee, while boys get a little more prep in short sleeve plaid shirts."

Top spring trends for girls:

- The v-neck "brother" tee
- The skinny cargo
- Jeggings
- The vintage tee

Top spring trends for boys:

- Skinny Jeans
- Graphic tees
- Short sleeve plaid shirts
- Ripped and repaired jeans

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Baby Safari Fashions

The *Emma and Jack* infant layette collection is a contemporary take on the jungle safari print. The Sears private brand ranges in size from newborn to 6 months and is priced from \$6.99 to \$19.99.

“Emma and Jack is an adorable collection for the young mom who wants to have fun with modern, funky monkey and electric elephant prints,” says Dennis.

About Sears

Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 219 dealer stores, 31 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 108 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The company also publishes Canada’s most extensive general merchandise catalogue and offers shopping online at www.sears.ca.

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