# Children's active wear goes "Sunday best" for school season

for kids this back-to-school scason? "Dressed-up, dresseddown" looks that are right at home in the classroom or on the nate with slimmed-down pants. playground.

Active wear goes 'Sunday Best' for Fall'81," comments Marita Lichtenstein, head designer for Garanimals, a leading manufacturer of children's wear and pioneer of the matching animal hang-tag system that speeds up the shopping process and enables children from two on up to dress themselves.

### A versatile wardrobe

"Special designer touches and bright sophisticated colors add up to one of the smartest. most versatile back-to-school wardrobes on the market," adds Marita, whose collection of popularly-priced children's wear recently won her the first annual Stargazer Award as best children's wear designer, a distinction bestowed as part of the New York Salute to the Fashion and Beauty Industries for Great American Design Direction.

"Dressed-up, dressed-down styling in girls' wear reflects a trend that we're seeing in women's fashion," notes Ms. Lichtenstein, "opulent dressing -a definitely feminine, but

never fussy look. 'Simple lines, lovely fabrics and colors, and a variety of decórative touches define Garanimals' interpretation of this look

What's in store fashionwise for young girls: lace-edged collars and necklines; ruffles; dainty front tucks; or a soft peplum effect on tops that coordi-

#### Season for sweaters

"Sweater looks make fashion" news this season," adds Ms. Lichtensteln. "Favorites for both big and little sis include pretty angora-look sweaters with dainty crocheted collars, hand-knit nordic sweaters. brushed sweater tooks and blanket prints."

Skirts are an important part of the fashion story for both little girls (4 to 6x) and pre-teens. Garanimals' trim jean style skirts in both corduroy andbrushed twill are versatile wardrobe additions.

Also on the fashion scene for girls are smart pleated trousers (sizes 7 to 14) and "paper bag" drawstring pants for her little

## Designer touches

Yokes and back pockets get special treatment with soutache and double-needle stitching; designer labels and embroideries that tie in with similar treat-

"Designer touches on both tops and bottoms give a neat, pulled-together look to separates," says Ms. Lichtenstein.

Clothing with athletic styling scores high with boys (sizes 8 to



WHAT'S THE BEST WAY to stretch a back-to-school clothing budget? The answer's elementary, the look is sophisticated. Pictured here: our young artist gets down to serious business in Garanimals' soft, angora-look coordinated top with dainty lace collar. The match-up: ruby-red pants in thin-wale corduroy. This ememble is comfortable for active school days yet dressy enough for special occasions. It's sure to score an A+ with little girls on the first day of school.

jean-style pants with just the brushed twills. right amount of sporty designer emphasis—soutache stitching on back pockets and designer abels.

For a dressier look, blazer stripes or a simple placket shirt

14). Pre-teen boys will be right with rugby fashion collar to pair in style with neat, pared-down with trim cords, denims or

#### Athletic styling

Younger boys (sizes 4 to 7) will sport tops with athletic styl-

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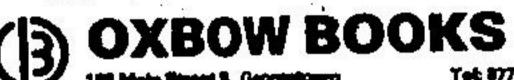
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