

# Kids dresses designs in the modern era marketing essay



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We may not be thinking of the kids fashion trends, though it is the most desirable part of the today's revolutionary fashion trends. This is just not important to wear the latest trends on the kids and to have to have the fun clothing, rather it is required that the kids like the clothes they wear.

Even a small kid can have the zeal to wear the latest and dresses of their choices. They may not have the same feelings for the dresses chose by an elder for them. So the trends setters for the kids' apparels will need to be conscious enough to make the youngsters in tight approach. So the strong evolution of fashion is also the needs of the current market.

Kids may have the certain likes and dislikes which they might not be able to judge by their own or they can explain. So, we need to check the requirements of the parents and likes of the children. Child does like the pleasant colours. The current market is evolving with the latest trends and patterns that are liked and appraised by most of the parents.

The kids dress designers pay special attention on the fabrics and colour combination of the kids dress. The colour combination of the dresses is available in different patterns and is a lot concern for the designers and the manufacturers as well.

The kids' trends have been changing from time to time and have emerged as an evolution in the market. The market has seen the different colour pattern for each region in the market. The market can be seen with different patterns from season to season as well.

To be passionate about dresses makes people more centric towards the latest check of the market and the revolutionary changes happening in the market.

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### Pattern Influencing Kid½s Fashion

The latest kid½s and the child pattern can be accessed and checked with the demand and season from time to time. The kid½s trends and fashion pattern is originating from the adult fashion trends. The east fashion is originating from the Europe and then Britain and then from the fashionable American is emerging from the upcoming latest dresses and colour patterns.

The latest trends for the kids are highly inspired from the celebrities, actors and actresses and it also the latest and upcoming festivals which depend upon weather and climatic conditions as well. The kids have the strong zeal to imitate as an elder and behave like them and choose the dresses and costumes which they prefer.

Besides the actors and actresses the kids have the great impact from the TV shows. The TV shows make a fascinating impact on them; the kid does do check the different shows on the TV with different fields which inspire them a lot. The TV shows set a glamorous impact on the children½s mind which let them follow the same culture as they watch on the television.

As per the latest trends and the market surveys this is commonly observed that the boys tend towards the sports look and the girls tend towards the

singers and the pop pattern. The common trends shows the celebrity pattern <https://assignbuster.com/kids-dresses-designs-in-the-modern-era-marketing-essay/>

for the kid½s which lead to the fast growing networks and the magazines and newspapers which influence the dresses of the kids.

The kids do have the strong impact on them from the celebs and the attitude that they carry while wearing there dresses. So this may not always be good for kid½s to imitate the adult culture and dresses. So we need to be thoughtful before checking the dresses for the kid½s. So this describes a little bit about it.

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### The Decision Makers Of The Kid½s Dress

There are certain ways which lead to check the variable fashion trends for the kid½s; among them there are specific ways. But there are two very common approaches that are very much talked about.

The very first step is to ask the kids to choose the dresses on their own as the kids are very conscious about the appearance and dresses which they would prefer on their own. And secondly the elders can make the decisions for the kids and let them choose their pattern and style of their kind.

Though both the factors have the common approach but it is mostly liked to have the children to have the final choices.

As far as fashion is concerned the boys do have a very strong desire to that to the girl child. But the boy child often does not express their feelings to that of the girls due to their behaviour. Parents do not get involved to buy

the clothes for the boys as compared to their girl child. However, they help them get the dresses very less as compared to the boy child.

Elders do not find it comfortable to do shopping with the children. However, they like to check the one stop point for all the dresses wherein they can find all dresses and latest trend designs for their child at one stop point.

This is usually preferred to get all these work soon as parents do not wish to indulge themselves for a very long time. So they find it easier to do all these work in the earlier part of their weekend.

So, mostly the child do have to carry the dresses choose by their parents which is mostly chosen by the kids in their own interest. So they do like to wear these kinds of dresses.

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### Older Children And Their Fashion Trends

Gradually as the time changes and the kids get elder they do not wish to go for the dresses that are being chosen by their parents; they then wish to get the dresses of their own. The older children tend to dress up more likely to that as an adult. The dresses wore by an adult may not always be good for the children with lesser age group.

The dress choose by an older kid is very much centric and patronized to that to a model and adult celebrities, which is not always very good for them. The girl child need to take much more care to that of the adults which is not at all

good for the child of their age as this may demoralize the sense and behaviour of the child in a larger aspect.

If a designer is designing a dress for an elder child they will need to be so sure about their likes to that of the adult models and their dressing style. The designers need to change the pattern of the dresses of the children in accordance to that of their age groups.

The designers often do it by layering up of their clothes; they can make the changes by making a long sleeve on the skimpy top.

This is rather suggested to talk to that to the older children about their likes and dislikes of their children which can later experience as the new innovation ideas for their great dressing sense.

It is usually observed that the child which are more prone to social environment do have the good understanding of the dresses which they should in the society and which most likely is accepted by the elders as well. So the dresses choose May not always being disliked by the elders.

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### Emerging Latest Trends In Kids

The term fashion can now not be limited to that of the men and women now. Now it has extended variably its hands and kids can also not be left untouched with the drift. However, the latest trend in kid's fashion is to look good and feel better even if the clothing is not expensive.

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In the current environment kids and teens are looking for fashionable clothes, designer handbags and all other kid's accessories that can be found in the current market. Today's designers in all sectors will need to pay attention in the variable aspects of child lives and helps them keep in mind of the latest trends, design and cloths and accessories.

The latest Trends in Kids can be seen in kids in all the fields, this is not at all specific in the sectors such as the Shoes, Sunglass, hairstyle and the Handbags. The trends of the kids also changes from time to time with respect to that of the adults.

Kids fashion has definitely come a long way! In fact, more and more luxury brands extending themselves into Children's wear just goes on to show the importance of this segment of audience.

Teens differ here and girls prefer heels and look-alikes of their favourite celebrity or create new designs completely unique of their own. So the latest trends of the kids will need to be checked from the above screen, same as to that of the hairstyles and dress materials available as well.

Kids are very much passionate with their latest dresses and the fabrics materials. So they welcome the gifts with the latest trends and then they will need to be checking about the formats of their gifts as well. So, the elders need to check the needs and requirements of the kids; such that to understand their taste and requirements.

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Fall of Fashion Trends In Kids Clothes

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When we get back to the school clothes, they were dressier to that of the normal. I saw children's clothing trimmed with rhinestones & sequins faux fur. Denim can be dressed up with embroidery, decorative patches or beading. Much more of skirt outfits for the baby girls and that of the trimmer cut pants for boys has been shown.

Plaid prints can be seen everywhere, in girl's skirts, pants and jackets, as well as boys shirts. Burberry and the tartan plaids, these are more popular than ever, are in the khaki and trends colour combinations such as orange and brown, and yellow and olive green.

The snake skin print has appeared on shirts and pants, while zebra and leopard prints are there on girl's fashionable accessories as of handbags and boots. Girl's vests and coats are reflected in a western outfit cow print patterns. Mohair, boucle, and textured knitted for girl's dresses and sweaters reflected style and warmth for fall.

In keeping with the dress-up theme, holiday clothing seemed more dressy than usual. Velvets, silks and satins were shown in girls dresses and pants sets. Boys dress shirt options went beyond the plain, button-down variety: many plaids were shown. Vests are also making a comeback for boys.

Most of the colours for girls' clothing this season were vibrant. Pink and its many variations, such as raspberry, fuchsia, and rose, as well as orange and all shades of lavender, dominated girl's clothing.

The only subdued clothing colours were brown and laden green for tailored girl's clothing.

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Meanwhile, boys clothing colours were more classic choices such as navy blue, hunter green and khaki, in addition to berry red.

Another carry over item from last season was denim clothing for girls, trimmed with textured fabrics, faux fur and beading. Hip huggers and wide leg pants are still girls' ½ favourites, in deep blue or black denim.

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### Men Coats & Trends Formals

While searching for boys coats for this season you can find a variety of fall and winter styles in ski jackets, duffle coats, parka's, down coats, bombers and pea coats in cashmere, suede, leather, wool, shearling and nylon.

From Earhart, Christian Dior, Dolce & Kabana, Diesel, Armani, Woolrich, North Face, Bream, Calvin Klein, Burton and many others that carry boys coats for winter that are warm and come in a large selections of colours and style.

The new Fall/Winter line of boys coats this year are found to be fashionable, warm and fun to wear. This season of coats for boys include variations of themes from the Outdoor Explorer, The Collegiate and Little Gentleman. Colours and style that are usually hard to find for young men and they are also very masculine so as not to be mistaken for girl coats.

Eternally glamorous, Dolce & Cabana offers practicality and luxury with this handsome winter jacket.

In gun-metal grey with a subtle metallic sheen, this is a beautifully finished coat, embellished with studded pockets and a roomy hood with a detachable, black fur trim. Warm padding will keep out the most bracing chills for the snuggest and most stylish winter yet.

He'll look cool without ever feeling a chill in our signature warmest jacket. Down-filling, cool colours and great pockets make this the must-wear jacket for the colder months.

High-quality water-resistant and down-filled woven polyester, lined with top-stitching throughout. Long sleeves, concealed hood at collar, zip front. Snap-tab cuffs with interior storm cuffs for added warmth, snap-flap patch pocket at chest. Lower front zipper slant-welt pockets, interior zipper pocket.

The brand Brema started off in 1969 by leading the motorcycle world in design with new colors and style to break away from the usual black equipment that was the norm for cyclist. Brema now has many lines in that include everyday outerwear as well as casual coats and jackets.

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### Emerging Latest Fashion Trends

2010 has been an interesting year for fashion. This is the year where the press criticized celebrity baby Suri Cruise for wearing expensive designer kid's clothing. This is the year where designer brands began to actively produce clothes for children-as there seems to be a market for expensive kid's clothing.

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This is the year where children and adults alike explored the potentials of fashion from another culture-with Japanese and Korean fashion being in the forefront of the kid½s clothing and adult clothing fashion trends. And the year has not even ended!

So what can people expect for the year 2011? It½s not too early to tell: after all, designers and clothing companies release their clothing lines early.

Perhaps the most prominent trend to surge for the year 2011 is the theme of practical luxury or elegance for kid½s clothing. Again, this is a trend that probably stemmed from the ½Suri Cruise effect,½ wherein children want to wear designer clothes and parents want to dress their children in design brands.

However, the clothing companies are gunning for something appropriate for kids despite its designer-luxury trappings. These designer kid½s clothing items will be comfortable and will steer away from styles that are inappropriate for the toddler and pre-teen set.

The eco-conscious theme will also become prominent in 2011, sipping its way from the adult runway to the kid½s clothing industry. Expect kid½s clothing pieces made from highly sustainable materials such as bamboo, organic cotton, and other similar fabrics. In short: frivolous is out, environmental trends are in.

Fashion pundits are already proclaiming the year 2011 as the year when the 80s rocker look returns. Expect this influence to become apparent in kid½s clothing-or at least in teen and pre-teen clothing. Don½t expect kid½s

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clothing to incorporate the leather and the highly sexualized look of 80s rock, although many will see the disgruntled, mixed and matched styles that the 80s made popular.

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### Compare the Fashion Trends

Children's fashion belts Children's Belts & Braces in Babies & Kids on Bizrate. co. uk: Compare prices on Children's fashion belts Children's Belts & Braces from hundreds of stores and buy from Babies & Kids stores, rated and certified by consumers using the Bizrate. co. uk store rating scheme.

Simply select the Children's Belts & Braces store that has the price or discount you are looking for. If a Children's Belts & Braces store is not rated yet it means that Bizrate. co. uk is still collecting shopper reviews at this time.

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Shopping for children's clothing can be fun, but finding the right size presents its challenges, especially when sizes may vary from store to store. Manufacturers use sizing charts, and they may differ slightly from one to the next.

Children's clothing is sized based on height and weight. Although the clothing is based on the size of the child, clothes are most often labelled according to age. On occasion, you will also find labels that only read small, medium and large. If you are prepared when shopping with the child's height and weight, finding the right size will be much easier.

Children grow quickly, and it is better for the item to be too big than too small. Remember, the age is based on an average, which means that many children will either be smaller or larger than the average.

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### Understanding Fashion

Jeans. They are a staple of the modern wardrobe. Everyone wears jeans, especially kids. Parents love them because they match just about everything, making it easier to get kids dressed. Kids love them because they are comfortable and durable.

Jeans are the perfect trousers for going to school, playing outside or just hanging out. These days, however, jeans come in a multitude of washes, rises, cuts and fits. Reading the labels on jeans can get confusing.

Like boot cut jeans, flare leg jeans angle out below the knee, but much more so, creating a bell-like shape at the hem. The skinny jean is tight throughout. These jeans usually have a higher percentage of elastic in the denim to keep them slim yet comfortable.

Boot cut jeans are slim in the thigh area and begin to angle out below the knee to make a moderately wide hem at the bottom. Straight leg jeans have a uniform fit from the top of the pant leg to the bottom. The bottom does not flare out, nor does it come in at the ankle.

This traditional denim look is quickly coming back in fashion. A classic rise comes right below or at the belly button. High waist jeans have a rise that comes above the belly button. For 2008-2009 we are seeing a few trouser style jeans with a high rise and wide pant leg.

Low rise jeans sit well below the belly button, above or just at the hip bones. These jeans sit even lower than low rise jeans, usually below the hip bones.

The latest trends for the kids can be checked with the magazines and the formats The Fashion to the today's world need to be checked and managed time to time. You can see the revolution in the market and can be checked accordingly.

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Fashion and Its History

Children's clothing in much of Western History was chiefly similar to adult dress in miniature. However in the late 18th Century English followers of the

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French philosopher Rousseau began developing reformed dress for children's wear, designed to offer greater freedom of movement.

By the middle of the 19th Century this trend had spread to the Western population at large, and most children's dress styles became quite distinct from adult fashions.

Even older boys would usually wear an Eton collar, large bows and long stockings. Parents at the time dressed formally and insisted that their children also dress smartly to reflect well on the family, and to demonstrate their often hard-won social status.

Gradually styles changed in the mid-20th Century to more practical soft collars, short trousers and knickers, before the modern incarnation of sneakers, baggy jeans, label t-shirts and sweats

Parents, especially mothers, used to choose their sons' clothing until they were older teenagers; children had little choice in matters of fashion.

Actually, boys until recently may have sneered at the very concept of boy's fashions as much as they objected to the items selected for them. Children, especially wealthy children, were often dressed in fancy, formal clothes even for play.

Modern children would find clothing common a century ago highly restrictive and uncomfortable. It would certainly inhibit an active child who wanted to enjoy the playground in the contemporary scene.

Today, even very young children have a great deal of say in how they dress, many demanding expensive designer clothing. Expensive design has become commonplace.

The fashion industry understands this very well and eagerly seeks to supply these youth with what they desire. Informal styles are now in vogue with children rarely dressing up and, in many cases, only under considerable duress. These are the latest and old set trends.

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### Best Deals For Kids In Market

2009 Children's and Teen Fashion is about looking good and feeling great for as little cost as possible. Whether searching for ways to sell children's clothes or looking for information on the most fashionable teen clothes, affordable designer handbags or other teen or children accessories, find it all here at Children's and Teen Fashion.

As always, fashion is also about feeling great at any age, size or shape. Whether it's infant clothes, boy or girl clothes or petite or plus-size clothing, this is the go to section for trendy tips.

Also find any summer needs for Children's and Teen Fashion from Summer Wardrobe Tips for Kids, to Sunglasses for Kids, to Teen Fashion Trends for summer 2009.

Many coats are available that are perfect for all outdoor winter activities like playing in the snow, sledging, hiking and skiing. The warmth and protection

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they provide is unsurpassed which is why your children can still enjoy all of their outdoor activities despite the cold.

When looking to buy winter jackets and coats they should be able to withstand cold temperatures and not be easily torn. Ideally the coat or jacket will also be easily washable as your children will no doubt get them muddy on a regular basis.

There are many manufacturers of coats for kids today that are coming up with excellent designs. The use of different types of material such as wool and polyester are very common amongst others. Winter coats also come in many different colours and styles to suit any type of style you are thinking of.

Most coats have a lining which keeps them better insulated to retain the warmth. They're also designed to be breathable to allow air to flow for extra comfort when used. So you will need to check it very closely.

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Latest Trends In fashion

Jeans and a tee are great, don't get me wrong, but if she wants to look stylish, she should choose a look that fits her personality and really go for it. From the Spring Swing Look to the Surfer Sweetie Look and everything in between, find out which looks are hot for Spring and Summer 2008.

This spring and summer, it's all about plaids. From funky patchwork shorts to beautiful madras dresses, girls' and boys' fashion is all about the wonderful

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world of plaid. So, let's see how you can work some plaid into their wardrobes for an instant punch of style.

The best place to shop for kids' shoes is online. Skip the mall and say goodbye to the same old shoes everyone else is wearing. If you want your kids and their adorable feet to stand out from the crowd, find out what shoes are hot and where you can snag a pair or two.

Preteens, teens and younger girls are crazy over leggings. They are so much more fun than socks, and infinitely more comfortable than tights. What leggings are hot? How should she wear them? What shoes should she wear? I'll give you the complete low-down on leggings, this minute's hottest fashion must have.

Tees and tops are getting longer this year. Skip the cropped tops; say goodbye to bare bellies and hello to in-style longer tees and tops. Moms and dads of America can rejoice in knowing that this year's tops are longer and much more modest.

Designer kids' jeans are all the rage! But, they come with a hefty price tag. If she loves the premium jean look, but you can't afford the sky-high prices, look for jeans that mimic the features found on high-end jeans like a dark wash, skinny fit, back pocket thread art, twisted seams or back pocket flaps.

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Season Trends For Kids

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Girls wanting to dress like older teens is nothing new, but as the styles have gotten progressively more suggestive, the practice has taken on more significance.

Girls often emulate models and teen pop stars who incorporate sexual imagery into their act. Teen fashions have followed this trend too, and clothing designed and marketed for teen girls has become more provocative. In addition, the term “girl power” has been used as a marketing tool to encourage girls to define their power through their appearance.

Then there is something called age compression, where younger kids are intentionally exposed to and encouraged to purchase products more appropriate for older kids.

This explains why it is not uncommon to find suggestive styles even in the smallest of sizes. However, these items would not be on the market if they didn't sell: many parents are finding it difficult to draw the line with their girls. Some may even find the styles cute, or at the very least, harmless.

Are Sexy Fashions Harmless? Hard sexual attire in an educational setting is distracting. It may provoke unwanted attention that young girls aren't emotionally or socially mature enough to handle or respond to. Plus, a heightened focus on appearance, fashion, and sexiness can contribute to unhealthy competition among girls.

Girls who intentionally project a “sexy” image at a young age and receive a lot of attention for it may start to view this as the most worthy part

of themselves, and may drop other, healthier activities that, in their mind, conflict with this identity.

This image may also make them appear older and encourage connections with older peer groups that may put them at risk for early experimentation with drugs, alcohol, and sexual behaviour.

A clear dress code for your school or agency will be a big help. It should spell out what styles of dress are inappropriate for your setting, set consequences for those who choose to ignore it.

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### Colour Pattern In The Kids

Elmer the Patchwork Elephant is celebrating 40 years of amusing pre-schoolers with his vibrant colours and good humour.

Kids Preferred licenses the classic character in David McKee's books, and the company is commemorating two decades of Elmer and his friends with an expanded plush and puzzle line for 2010.

Who is Elmer? He's not your typical grey elephant but one who sports a bright-coloured patchwork. No wonder the other elephants laugh and make fun of him! If he were an ordinary elephant colour, the others might stop teasing him.

That would make Elmer feel better, but he discovers that being different is okay. David McKee's comical fable is a celebration of individuality and the power of humour

Kids can create their very own patchwork of colours directly on Elmer. He starts out plain white and awaits your imagination to make him stand out in the herd. Wash him off to return to the black and white canvas to colour again and again!

Little graduates in formal attires. The proud can be analysed very easily Kids dresses demand your time at shopping. Children's relate to vibrancy and colour of life. Primarily red is a favourite colour with kids and many graduation dresses for juniors are flowing reds.

Caps come in coordinated colours too. Tassels are loved by kids and come in colours like golden, beige, blue, red and black hangings. Pinafore for girls is a great idea and can be coordinated with a fitting cap with tassel hangings.

Short frocks and full pants and short sleeved shirts for boys is a regular idea. Casual frocks in pink, shoes, stocking and frilly underpants team well for a cute look. Boys wear can be navy blue or light orange, printed, checks or plain. Pant length can be short or full types.

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Desi Fashion Trends

All the rage over the past few months has been over Antalkali suits. These suits bring a touch of royalty to your wardrobe. However, there are some that just leave a bad taste in your mouth. Here are a few hits and misses.

Unless you're a toddler, this many ruffles should be illegal. The suit is ugly to begin with, add a ruffled, scrunched, double coloured shawl and you get this atrocious look.

This is actually a really beautiful ensemble; however the fact that it's not gathered at the waist is bothering me. It's still salvageable; all it needs is a nice gold belt or a belly chain.

However, this isn't a complete miss even on its own because it has everything else going for it. It has a nice summery, breezy feel about it, flowing quality can be an asset depending on the occasion. Perhaps an outdoor garden or beach wedding this will do the job nicely.

A well placed waistline can make you look taller and slimmer. This particular number is a more traditional take on the Antalkali style, but it's a good example of what an empire waist can do.

Salwar suit neck design and sleeve ends have contrasting printed trim. All over printed Punjabi salwar is a beauty in itself. Delicate dupatta is in coordination with salwar suit. Cotton fabric is making this salwar suit a comfortable dress for upcoming summers.

What special about punjabi salwar suit is its kameez which is shorter than other salwar kameez. It comes quiet above the knee which is also called as short kurta. These salwar suits have loose salwar in which you can find some <https://assignbuster.com/kids-dresses-designs-in-the-modern-era-marketing-essay/>

pleats through the thigh. Look at this punjabi salwar suit which has contrasting floral print spread all over kameez.

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### Kids Market Fact

In the year 2002, the clothing business saw approximately \$167, 934 million in retail sales, which were \$136, 398 million in 1997. Women's clothing brought in \$63, 587 million, men's apparel accounted for \$27, 941 million, and Footwear, including accessories, accounted for \$25, 948 million.

Jewellery, including watches, watch attach, noveltyjewellery, etc. accounted for \$23, 950 million, Children's wear, including boys, girls, & infants & toddlers accounted for \$14, 287. Others accounted for \$12, 218 million.

US kids wear market is highly competitive market, especially after big retail stores and chains like Wal-Mart, Gap etc entered in the market. Market is shifting from growth to maturity.

The clothing business saw approximately \$167, 934 million in retail sales; the share of the Children's & infants' clothing stores is \$7, 082 million, the total share of the state Illinois is \$328. 8 million, the share of Chicago is \$43. 356 million.

In total, there was a growth of about 23. 1% from 1997 to 2002 in the industry. In this table, the total sales per establishment stands at \$1, 121, 000 and sales per capita is \$519 million. This table also shows other

indicators such as sale per employee, sales per payroll, annual payroll per employee and comparison of these indicators with past data.

In this table, this is clear that for the past 5 years, growth in every indicator is significantly huge which shows the potential of the market and that the market is growing drastically.

According to the American Apparel Manufacturers Association, the breakdown on total share of retail sales was as follows: Specialty stores: 21 percent; discounters: 19 %; department stores: 19 %; major chains: 17 %; off-price stores: 7 %; mail order: 6 %; outlets: 4 %; and other stores: 7 %.

It highlights that discounter stores like Sam's Kids Wear have the second largest share in the total retail sales in the USA.

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Kids trend Autumn & ½ Winter

It is faith in the future, positive working spirit, ingenuity and dexterous hands that drive this trend