

Meijer Prepares Kids for Back to School with its New, Fun Kids Fashion Line

Cute, trendy line, Colorful Planet, available in all stores now

GRAND RAPIDS, Mich. – With schools back in session, Meijer is helping youngsters head back in style with the launch of its new, fun kids fashion line called Colorful Planet.

The Grand Rapids, Mich.-based retailer introduced Colorful Planet in late August, in sizes 2T to 16, at each of its 241 stores, said Annette Repasch, Group Vice President of Softlines for Meijer.

“We are so excited for kids to head back to school wearing Colorful Planet, because this is a brand that is cute and fun but still comfortable and affordable,” Repasch said. “Kids are going to say, ‘I want this,’ and mom is going to want to buy it.”

Colorful Planet utilizes quality fabrics and incorporates “bells and whistles” in its styles, Repasch said. For example, tops and jackets are embellished with sequins and patches.

Additional back-to-school fashion trends include:

- **Sherpa:** This faux fur is popular as a full jacket or collared lining.
- **Details:** It’s all in the details with sequins, foil, athletic striping, 3-dimensional designs and patches.
- **Plaids:** Buffalo check plaid – or plaids with large blocks of color – are popular in shirts or hoodies.

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 240 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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