

Meijer has been helping families get ready to go back to school for more than 50 years. Following are some of the hottest trends Meijer merchandisers and buyers are seeing this year.



Beyond the basics: Many schools don't allow students to take backpacks from class to class, so zipper binders have become popular and are more fashionable and practical than ever.

Customization is key: Students want to stand out and individualize their school supplies, whether it is a backpack, a notebook or their locker. They'll be applying decals and gold foil and using sharpies to customize these basics.

Practical can be cool: A top trend for 2015 is backpacks with padded backs and a sternum strap. Both make for a more comfortable and safer trip. The padded back allows air to flow, keeping students cool as they carry their books and the sternum strap distributes the weight of the backpack more evenly.

Licensed products: Once again, students are looking for their favorite characters on their school supplies; Despicable Me, Frozen, Paw Patrol and John Deere top the list. Star Wars is also expected to be a hot seller with the release of the movie later this year.

Stocking up: These days pencils and pens are down trending the majority of the year, but during the back to school season, students and teachers alike are stocking up and sales go up by double digits.

Durability is cool: Poly covered notebooks, comp books and portfolios have all been growing in popularity as they're durable and can withstand spills, being tossed in a backpack or in a locker, and anything else students put them through.

Hottest patterns: Geometric patterns are hot in everything from backpacks to binders to clothing to notebooks. Students are also looking for natural colors – greys and earth tones with pops of color or neon. Aztec and southwest patterns and colors are also making a comeback.

More for the money: Large pack sizes have been trending – 60 count pens, 64 count crayons, 180 count index cards, 50 count pencils. People are stocking up for the full year to save time and money.