

BACK-TO-SCHOOL FASHION

Whether it's the first day of college or kindergarten, there's a new look this fall for every back-to-school experience. One recurring theme: a return to grunge, from playground-worthy graphic Ts to dorm-destined thermal loungewear. —By *Kate Betts*

College Counseling

For the ultimate comfort in dorm living, **American Eagle** introduces *perle*, a new line of loungewear for girls, including robes, camisoles and chemises. Sleepy shirt (\$29.50), right, leggings (\$22.50) and beanie (\$17.50) at ae.com.



Swedish Kicks

When Swedish designers Patrick Osterman and Thomas Elbaum couldn't find fun shoes for Elbaum's nephew back in 1998, they decided to launch their own kids' shoe company. Now **Vincenz**, named after the nephew, is available in the U.S. (vincenzshoestore.com). Styles like the sneaker, above, are inspired by fashion runways.



The Right Kit For Recess

Classic kids' clothing purveyor **Best & Co.** will be offering a little bit of British style—or "kit," as the company calls it—on its website (bestnco.com) when it introduces popular British brand Hackett. The line includes graphic rugby shirts (\$62), right, toggle coats, button-down shirts, and corduroy jackets.



Kindergarten Must-Haves

Grunge meets glamour at snack time with two new looks from kids' clothing companies: Britain's **Mini Boden** (bodenusa.com) and **crewcuts** (jcrew.com) from the designers of J. Crew. Mini Boden's Big Print T-shirts, left, come in three different styles for boys (\$22). And crewcuts' ballet flats (\$68), right, come in metallic gold or pink tweed.

