

## TRANSCRIPT

### Article from St Michael News May 1992

#### NEW PRODUCTS

#### Classical and modern SCHOOLWEAR

**Children's schoolwear gets full marks this year. Watch out for this colourful new logo – used as store decor from June.**

As well as updated classics such as jumpers, shirts, blouses and coats there are new lines such as the durable poly/viscose boys' trousers and children's shoes.

Senior selector Victoria Smith said: "Our boys' wool/poly trousers are the biggest selling garment of all our childrenswear.

"They have been popular with parents keen to buy a quality wool mix garment, but we are sure there is room for a poly/viscose trouser at a good value-for-money price.

"The trouser is priced £9.99 for ages four to eight and £12.99 for sizes nine to 32in, and is in 20 stores now."

School shoes can be a bone of contention between youngsters and parents, but M&S' new range of school shoes for girls and boys should please everyone.

The new girls' leather bar shoe is available in sizes 11 to two in standard and wide fittings at £17.99 and is in selected stores now.

There's also a chunky trainer for boys, with the added safety of a reflector strap across the heel. It's available in sizes 11 to five, price £17.99, in selected stores now.

The schoolwear range doesn't just stop at clothes for the classroom.

There is lots of practical but stylish underwear and trendy sportswear too.

A brochure – carrying the colourful new schoolwear logo, and stroke numbers and prices to help customers order – will be in stores by the end of May to send out to schools.

It will be sent to Chargecard customers for the first time during June and July and will be in stores to give to customers at the end of June (Scotland and Northern Ireland) and in July (England and Wales).