

Back to school: Beat the uniform blues

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Going back to school after the holidays is often a stressful time for most families; children and parents have to make the inevitable transition from an easy summer life, to days filled with carpooling, homework and extra-mural activities. The end of the holidays can also bring about the onset of anxiety, as parents prepare to hit the malls for back-to-school shopping.



"Shopping for uniforms is stressful as it can be an expensive exercise, especially if you have more than one child. In addition, finding the correct uniform that meets your school's specifications – in the right size for your child – can be tricky," says Jackie Cavernelis-Marais, Advertising Specialist at Ackermans.

In answer to this, Ackermans now offers customers an even wider range of affordable school uniforms in an assortment of sizes, fits and colours, through its exclusive "Toughees Schoolwear" and Ackermans' own uniform label.

Finding school uniforms for plus-size children can be a challenge for parents, who are often left with no choice but to purchase uncomfortable and ill-fitting uniforms. In answer to this, Ackermans now stocks Toughees' new Plus Fit trousers, with half-elasticated waistband which offers a more relaxed fit. "Best of all, the line of sizes has been extended up to a size 40, to accommodate a wider range of body-types, explains Cavernelis-Marais.

The slim-fit trend has gained immense popularity over the years, and is now even making an appearance in schools. Ackermans also stocks Toughees Slim Fit trousers for girls and boys who prefer a trendier look, also available in sizes 30–40.

"A slim-fit trouser provides a fashionable sleeker look without being restrictive," says Cavernelis-Marais.

"Children need to be comfortable and feel good about themselves in order to perform their best, which is why we are stocking a wider range of sizes in both the slim-fit and plus-fit styles. This is part of our ongoing commitment to adding genuine value to the lives of our customers."

From Ackermans' uniform label now offers new colours in their tees and school shirts, to cater to an assortment of uniform requirements. The new colours include grey, blue gold and khaki for shirts and red, green and yellow for tees in selected stores.

When it comes to back-to-school shopping, Cavernelis-Marais advises parents to look for high-quality school uniforms with details such as reinforced pockets, which will withstand daily wear-and-tear, while easy-iron fabrics can help save moms time.

"Also look out for stores that offer cost-effective solutions for schoolwear, like value packs for example. Schoolwear items that come in two- to three-item combo packs offer savings that a customer can better utilise elsewhere in their budget," concludes Cavernelis-Marais.



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