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September 2004

SPECIAL BACK-TO-SCHOOL FASHION ISSUE

This issue of Take Note has the scoop on hot back-to-school fashion trends, plus some kid insights from our latest fashion survey on YTV.com.

KID RESEARCH

KIDS & FASHION

Back-to-School (BTS) and fashion go hand-in-hand. Remember shopping for new clothes with your mom every fall? And kids love this topic (boys too!). Almost 4,000 girls and boys aged 6 to 15 responded to a fashion survey on YTV.com that asked them about: who and what influences their fashion choices; what items they think are cool for BTS, and; what's important regarding their own personal sense of style. Below are some interesting highlights of what they said.

Kids Are Hip Hop N' Hot

We asked kids to identify the phrase that best describes their personal motto for dressing and Hip Hop and Punk were the most common styles. Overall, boys and girls answers were similar, however the layered look is more popular with girls, whereas more boys prefer to look like jocks.

Personal Motto	Girls	Boys
Hip Hop N' Hot	41%	34%
Funky Punky	16%	21%
Layered is Lovely	13%	4%
Uniquely Vintage	12%	10%
Old School Preppy	8%	12%
Gotta Be Goth	5%	6%
Jocks Rule	4%	13%

Sport Inspired Clothing is Cool with Kids: From Skateboarding to Golf

Despite the "Jocks Rule" motto for dressing not being the most popular, clothing influenced by sports such as skateboarding, basketball and soccer are definitely cool with kids. Surprisingly, even clothes influenced by sports not as readily associated with kids, like yoga, and golf, still make cool fashion

statements. **Kids think that clothes influenced by these sports are cool:**

Sport	% Say It's Cool
1. Skateboarding	61%
2. Basketball	51%
3. Soccer	45%
4. Surfing	40%
5. Tennis*	25%
6. Football	17%
7. Yoga	13%
8. Golf*	10%

**Note: Tennis & golf-inspired fashion were noted as upcoming trends in the August issue of Take Note.*

Everyone Wants To Be An Original

Call them delusional, but when we asked kids which person MOST influences their fashion style, the number one answer was 'Nobody. I'm a complete original'. Sounds more like wishful thinking to us; friends, family and celebrities are more likely the biggest influencers.

Kids think that the person that MOST influences their fashion style is:

1. Nobody, I'm a complete original	45%
2. My friends	16%
3. My mom or dad	10%
4. The "cool" kids at school	9%
5. A music artist	7%
6. My older brother or sister	7%
7. A famous actor or actress	5%
8. A sport star	3%

Male & Female Celebrities with the BEST Fashion Style

Boys and girls disagree which male celebrity has the best fashion style. Boys voted skater, Tony Hawk as the male celebrity with the best style, whereas girls voted for musician, Usher. Both girls and boys ranked actress, Hilary Duff as the female celebrity with the best fashion style - and Avril Lavigne came in second with girls.

Less Skin Is In ... For Girls

Now that celebs like Hilary Duff and Avril Lavigne are the main fashion trendsetters for girls, the revealing fashions made popular by Britney Spears and Christina Aguilera are hopefully long gone from the schoolyard. We asked girls and boys which of the following statements best describes how they feel about girls who wear revealing clothing (like belly tops). Overall it was almost an even split with 54.5% of kids voting for "Dare to Bare" and 45.5% voting for "Less Skin Is In". Not surprisingly, the majority of boys (61%) wanted girls to "Dare to Bare", whereas a slight majority of girls (51%) think that "Less Skin Is In".

What's Cool for Back-to-School

We gave kids a list of 10 items and asked them which ones were cool. Here's how they ranked them:

1. Low-rider jeans	45% of kids said they're cool
2. Bell-bottom jeans	39%
3. Flip flops	37%



- 4. Tops that bare your belly 28%
- 5. Preppy T-shirts 27%
- 6. Platform shoes 26%
- 7. Trucker hats 25%
- 8. Black nail polish 21%
- 9. Cowboy boots 10%
- 10. Rubber rain boots 5%

Generic Shoes Won't Do

When we asked kids, 'For which items is a brand name an absolute must?' the number one answer was shoes with 41%. Surprisingly, kids are much less brand conscious with other items like sports wear (14%), jeans (10%) and shirts (10%). Less than 10% of kids said brand names were a must for items like hats, bags, sunglasses, pants, underwear and bathing suits.

The Top 5 MUST-HAVE Items for BTS

When we asked kids if they could have only ONE item for back-to-school, the top response with 37% was 'a cool pair of sneakers'. The other top must-have items included: a great fitting pair of jeans (31%); a custom-made tee (11%); aviator sunglasses (9%); and a trucker hat (5%).

Top Accessories: Jewellery for Girls & Hats for Boys

Kids love accessories because they allow for creativity and personal style. The following accessories didn't rank in the top 3 for either boys or girls, but are still considered an important part of many kids' wardrobes: 27% of kids said perfume / cologne; 25% said scarves & bandanas, and surprisingly, 19% of kids said eyeglasses are an important part of their wardrobe.

The 3 most important accessories for girls and boys are:

GIRLS	BOYS
Jewellery	Hats (all kinds)
Bags / Purses	Watch / Watches
Belt / Belts	Sunglasses

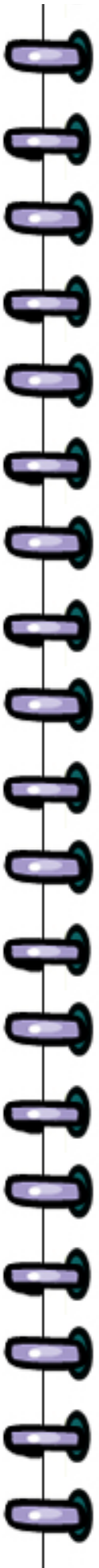
Source: This information was obtained from the BTS Fashion survey on YTV.com conducted July 2004. A total of 3,898 respondents participated in the survey; equally split by gender (52% girls & 48% boys) with 93% of respondents between the ages of 6 and 15.

KID TRENDS

FASHION

Scene on the Streets:

- Light layering (tank tops under shirts). Wearing just a shirt is boring, kids must show a hint of something underneath and for the first time in ages, it's not skin!
- Ballet slipper-style flats, retro runners (like ROOS, Converse, Gola, and Adidas), topsiders and moccasins are the "it" shoes hitting the pavement this fall.
- Pearls & hoop earrings
- Belts - skinny ones, studded ones, ribbons & scarves - whatever! The point is the anti belt days are OVER!

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- Vintage ~ scarves, shirts, jackets, jewellery, jeans with ripped knees
 - Dresses/skirts over pants/jeans
 - Sporty knee socks with skirts
 - Custom made tees (iron ons, etc)
 - Flower accessories (hair pins / elastics, pins on purses / lapels, etc)

In the gutter:

- Platform shoes*
- Von Dutch trucker hats*
- 2 piece track suits
- Writing on the bum

*Kids are still saying that platform shoes and trucker hats are cool for BTS - but the YTV Trend Huntaz predict these fashion items are on their way out.

"David" and "Goliath" fight a new battle: Criticism!

You've probably seen their cheeky line of clothing and accessories with such slogans as "Boys are stupid, throw rocks at them" and the ever popular "Boys are Smelly." David & Goliath sell clothes that are a post-modern take on cartoon characters. The characters include "Eve L;" "Goodbye Kitty," (Think Hello Kitty's evil stepsister) and "Jack the Nerd," among others. The characters of "David & Goliath" can be seen on clothing, watches, stationery, socks, gloves, wristbands, hats, pajamas and more. Although this merch is being met with much criticism, we think it will just keep getting more popular before it goes away, especially since they're now opening stores of their own called "Stupid Factories."

Not So Smelly

Right around the time boys start to take an interest in clothing an interest in personal grooming kicks in as well (gasp!). It's being dubbed the "metrosexual tween boy movement," but it's really nothing new - young boys have been stealing products from their dads and older sisters for generations. The real news is Proctor and Gamble's brilliant idea to create personal grooming products just for them. The line is called OT ("overtime") and it includes shampoo, hair gel, deodorant and body wash all themed around sports! The products are perfect for the 9-14 year-old set - with special names like "pit defense" and bright red and yellow packaging with a sport-like grip - that even the grimmest of boys will want to wash up.

DISCLAIMER: The trends that the YTV Trend Huntaz comment on come from the buzz on the street, the mall, the Internet, and numerous publications. YTV does not guarantee that all of the above information will come to fruition, but you can pretty much believe us as we are obsessed with this stuff.

NEWS FROM SALES & CO-MARKETING

TRICK OR TREAT?

Join YTV for the spookiest time of the year! We've got a schedule overflowing with over **50 hours of scary Halloween programming and great packages for kids, teens & the entire family!**

Programming highlights include perennial favourites such as ***It's the Great Pumpkin Charlie Brown***, ***Flintstones Meets Rockula & Frankenstone*** as well as Halloween episodes of our hottest regularly scheduled programming including: *SpongeBob SquarePants*, *Jimmy Neutron*, and *Fairly OddParents*.

Our various movie packages starting with the less scary to the really scary are:

Saturdays 4PM:

- Oct. 9 - Alvin & the Chipmunks Meet Frakenstein
- Oct. 16 - Alvin & the Chipmunks Meet the Wolfmann
- Oct 23 - Sabrina The Teenage Witch in Friends Forever
- Oct 30 - Casper: A Spirited Beginning

Sundays 4PM:

- Oct 3 - I Downloaded a Ghost
- Oct 10 - Addams Family Reunion
- Oct 17 - Double Double Toil & Trouble
- Oct 24 - Casper Meets Wendy
- Oct 31 - Wizard of Oz



Saturdays 8PM:

- Oct. 9 - Addams Family
- Oct. 16 - Beetlejuice
- Oct. 23 - Gremlins
- Oct. 30 - Lost Boys

Saturdays 10PM:

- Oct. 9 - Addams Family Values
- Oct. 16 - Little Shop of Horrors
- Oct. 23 - Gremlins II: Next Batch
- Oct. 30 - Poltergeist

Other late night features not for the faint of heart include:
Buffy the Vampire Slayer, Invasion of the Body Snatchers, and Tremors.

Contact your YTV sales representative or visit ytvmedia.com for more details on various Halloween movie packages.





GAME ALERT!

YTV's **GamePad** is an extensive online gaming community for kids on YTV.com. GamePad has hundreds of game reviews, online web games, 'Try & Buy' PC games, message boards, video clips, polls and more! GamePad adds a whole new community aspect to YTV.com, its audience - currently **1 million unique visitors/month**, is the Canadian online destination for kids!

To find out how you can reach a targeted, involved gaming audience contact Alison Evans at (416) 583-4138 for more info. And check out GamePad on YTV.com.

TREEHOUSE TV IS #2 FOR KIDS 2-11

Fantastic pre-school programming has garnered Treehouse TV the #2 position in kids' television behind YTV for kids 2-11! We'll be carrying returning favorites such as *Dora the Explorer*, *Bob the Builder* and *Blues Clues* as well as exciting new series which are bound to engage the imagination of parents and children alike. Watch for *Dragon* by the author of Captain Underpants!



For sponsorship & promotional opportunities on Treehouse TV, contact your YTV sales representative or visit ytvmedia.com.

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? Are you finding the information useful? We'd love to hear your suggestions on how to make this newsletter more useful to kid marketers.

[YTV Take Note Feedback](#)

next newsletter

Watch out in October for the next issue of Take Note for more findings from YTV.



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