

**The GUESS Kids Back to School collection is ready for the new school year!**

Start the new school year in comfort and style with the Guess Kids Back to School collection. Bursting with playful, on-trend colors, stunning detailing, and plenty of head-turning GUESS appeal. This sporty, comfy collection means going back to school is as fun as it is fashionable.

The classroom awaits and the GUESS Back to School collection promises a trendy new start to the school year! Featuring a selection of GUESS Eco pieces made with environmentally conscious materials and sustainable manufacturing processes, this year’s collection continues to bring together the latest style and a green approach to fashion.

The GUESS girl always has fun in oversized sweater dresses with frill detailing, tie-dye layers, cropped pastel leopard sweats with matching leggings, retro-inspired logo hoodies and tees, and wide-fit sweatpants. She is sure to love the mid-length pleated skirt in pastel stripes, as well as the fashionable double denim jacket and jeans with a delicate daisy embroidery for a ninety’s throwback appeal. Ultra-soft jersey and organic cotton promise comfort, while playful detailing and an irresistibly dreamy pastel palette with black and white accents completes the look.

Meanwhile, the GUESS boy is ready for action with comfy, streetwear-inspired sweatpants and matching hoodies and tees in a range of pastel, mint green, black and yellow tones. Long and short-sleeve tees with color block stripes add a touch of nineties style, while practical padded coats boast technical features and GUESS detailing. Two-tone matching pants and sweat tops with GUESS sleeve finishes are perfect for any moment of the day, not forgetting the oversized logo hoodies and tees in a variety of timeless colors.

 

**About GUESS?, Inc*.***

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand.  Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, eyewear, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of October 30, 2021, the Company directly operated 1,052 retail stores in the Americas, Europe and Asia. The Company’s partners and distributors operated 558 additional retail stores worldwide. As of October 30, 2021, the Company and its partners and distributors operated in approximately 100 countries worldwide. For more information about the Company, please visit [www.guess.eu](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.guess.eu%2F&data=04%7C01%7Ccluciano%40acolad.com%7Cf52b776e30fb4f2c573408d9af5d6f37%7C6c789a210d674826ac64767438cf0ed5%7C0%7C0%7C637733638100119068%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=PiZoIMAKVQUj2HV28LVTzQgm6%2FiBamXZybkoh18j%2Foc%3D&reserved=0).