

YOUR NO.1 BABY MAGAZINE

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 Malaysia's Largest Branded Mother & Baby Expo
 TODAY PUBLISHING
Mom & Baby Expo 2014
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**SNAILS & SONS
LAUNCHES SPECIAL COLLECTION TO CELEBRATE**

THE BRAZIL WORLD CUP 2014

**Snails & Sons Introduces Comfortable and Colourful Basics
for the Little Urban Travellers**



A popular Malaysian lifestyle wear for kids, Snails & Sons, is proud to unveil its special collection for this summer to celebrate the most anticipated sports event of the world, the Brazil World Cup 2014.

Created in 2000, Snails & Sons is a lifestyle brand that lets active kids have fun exploring their surroundings with durable and stylish apparels. Synonymous with its tagline, Snails & Sons kids are 'born to be different' and grow up to be unique.

In conjunction with the Brazil World Cup 2014, Snails & Sons celebrates the highly-anticipated sports event of the world with all active kids who love football. This special collection is created to encourage and allow the kids to celebrate and show their support for teams in the football tournament. The special collection boasts eight different polo tees and

shorts that feature flag colours of the popular teams that will be competing and playing in the Brazil World Cup 2014 finals.

Fans of top favourite teams like Germany, Italy, Brazil, Spain, England and many others get to support their teams by wearing their polo tees and shorts while watching them play this summer. This special and

limited collection will be available in size 4 to 14 for boys. The collection will hit the stores nationwide in April 2014 and priced at RM43.90 each.

Besides the special collection to commemorate the Brazil World Cup 2014, Snails & Sons also offers another new collection themed 'Urban Traveller' for urban kids who aspire to see more of the world through travelling. Snails & Sons hopes to encourage the little urban travellers to always travel with their parents in style and comfort.



As travelling is the key inspiration, this collection features mostly comfortable and colourful basic pieces for easy casual preppy styling and layering. The graphic prints on the t-shirts are heavily inspired by the collegiate concept as Snails & Sons believes that kids can look preppy even when they are travelling. Key colours of the collection are red, blue and green.

For Snails & Sons boys, the new collection highlights basic tees and checked shirts in key colours designed to be paired with cargo shorts and jeans. Polo tees for him come in colourful stripes and graphics depicting the fun of college life.

For Snails & Sons girls, the new collection promotes basic tees with floral print and casual denim skirts which are comfortable and fashionable. Dresses and pants for her come in pretty shades like orange, green, red, yellow, and fuchsia.



The Urban Traveller Collection is now available at all Outfitters Studio and leading department stores in Malaysia. Apparels are priced from RM36.90 to RM99.90. For more information on these latest collections, please call 03 - 8962 6252 or log onto www.jordone.com.my. 