

FORTY RED BANGLES

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« The Exhibitionists - Part One

Mumbai Connexions »

The Exhibitionists: Part Two "Kids Central 2011"

This Sunday, the 13th of November, Forty Red Bangles was fortunate enough to be a part of the Kids Central Exhibition in Mumbai. The Kids Central 2011 Expo was touted as India's only premier Children's Day exhibition and it turned the World Trade Center, in Mumbai, into Planet Kids! The all-day family event was filled with entertainment, hands-on fun activities, workshops, new products and services for kids from toddlers to teens. The Expo was a celebration of Children's Day and kids of all ages turned up for a one of a kind experience.



Our Stall, sweet and small

The morning started off unlike any other Sunday morning. Gone was the pleasure of waking up at noon followed by a lazy Sunday brunch. Instead, we were greeted with the hustle and bustle of construction crews setting up stalls, trolleys careening down the walkway and frantic participants lugging armfuls of colourful decorations to and from their vehicles. Being old pros at this, we quickly had our stall set up in a couple of hours. Everyone breathed a sigh of relief as the air-conditioning was switched on and we enjoyed a few moments of calm before the storm.



Aamchi Mumbai Organic Cotton PJs- almost sold Out!

No sooner were the doors open than a flood of excited parents and kids took over the premises. We jumped to our feet and didn't sit back down till the event was over. The exhibitors comprised of big names in kids wear, such as MAL and Kidology, as well newbies like Four Red Bangles (our junior label!). Exhibitors were displaying fantastical products that ranged from standard offerings like personalized stationery and games to wacky novelties like artificial snow! We enjoyed browsing through some wonderful organic skincare products, tasting fresh, organic milk and of course indulging in a frosting-laden cupcake or two (or three!).

Every hour there were giveaways sponsored by the exhibitors and the criteria for winning was as simple as "wearing a blue t-shirt" or "sporting something with Ben 10 on it". There were loads of fun activities for kids such as clay modelling, craft making, dance etc. We were kept entertained by the giant mascots of Dora the Explorer and Ninja Hattori that quickly made their way through the crowd with a long line of kids chasing them. We also spotted a huge Garfield in diapers and a rather lost Snow White.



A special sur-prize from Forty Red Bangles



Another FRB surprise for the lucky winners of the Gift Hampers!