

PRESTIGE

SINGAPORE

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1 THIS LITTLE PIGGY WENT TO PRADA

This Little Piggy Went to Prada is a riot! Author Amy Allen has taken familiar nursery rhymes and added a hilarious new twist that will definitely amuse the Blahnik brigade. Each spoofed rhyme incorporates a clutch of luxury designer brands for items such as haute couture jewellery and fancy cars. In the nursery rhyme *Row Row Row Your Boat*, for example, Allen alters the lines to make a comment on fashionistas:

*"Front row for the show,
With the Harpers team,
Head to toe in Moschino,
Mummy looks like a dream."*

Although the book has a humorous air, it also has a serious side as ten percent of the proceeds of its sale go to the international Save the Children Fund to fight youth poverty, disease, injustice and violence. Copies sold in Singapore will also trigger a donation to the Action for Pregnant Mothers' HIV Fund. Established in 1998, this registered charity provides anti-retroviral drugs to pregnant mothers with HIV to prevent the transmission of the virus to their unborn child. It also provides medical support to children with HIV in Singapore.

For those that can laugh at themselves and wish to make a small contribution to two worthy causes, this is the perfect purchase.



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