

read

thesundaytimes November 13, 2005

L25

Childhood rhymes are now all grown up and wearing Jimmy Choos

RHYME AND FRISBEE



HEY DIDDLE DIDDLE

Hey diddle diddle,
The skirt fits my middle,
Mummy is over the moon,
Giorgio I laughed,
"To see her size halved...
She'll be back in Armani soon!"

► Kristina Tom
arts reports

HICKORY dickory dock... How big is Mummy's rock?
Er, no, that's not how the nursery rhyme goes. But it is Amy Allen's update of the old chaunt in her anthology of reinvented poems, *This Little Piggy Went To France*.

With lines like "cobble cobble, mend my shoes, Careful please, they're Christian Loro", the brand name-dropping rhymes are sure to tickle suburbanists everywhere.

But the Singapore-based housewife, who allows only that she is in her 30s, says they are not just for fashionable people.

It seems she began mixing and matching nursery rhymes after she gave birth to her firstborn, daughter Mimi Yumi Pakema, who is now two.

She is married to Howard Charles Allen, who is in his 40s and used to work in the finance industry. Mimi is their only child.

Via e-mail from Australia, where she is currently on business, she says: "Piggy is really some light relief for new Mumsies."

"When I had Mimi, there were mountains of beautiful baby things but not much for new Mumsies, which seemed rather unfair."

Indeed, new Mums can find much empathy in her book. Witness: "Poor darling Mummy, stretch marks on tummy... Oh doctor! What can be done?"

But why tinker with nursery rhymes?
She says: "I could never remember beyond the first two lines of any traditional nursery rhyme. I figured since my daughter had no idea what I was talking about, it didn't matter."

She's not as scatty as she may seem, though. Born and bred in Britain, Allen is the daughter of Chinese parents who migrated there from Hong Kong.

Today, this beauty holds a Masters degree in Japanese studies from Oxford University and was named one of Singapore's most stylish women in the December 2004 issue of Harper's Bazaar Singapore. She's also a fairly regular feature in glossy hen like Singaporean *Talor* and *Provisio*.

While she has a "passion for fashion", she says she's most particularly devoted to any designer.

"But I am very fond of Tod's shoes and bags and Hermes everything," she allows.

After moving to Singapore five years ago, she worked in the advertising industry in Tokyo and London, handling several high-profile accounts including that of Harrods and watchmaker Patek Philippe.

Today, she is the director of global marketing for the niche French winery Champagne Jacquesson, and co-founded the creativity and event business Bospoke. She also has her own fashion label, Mimoset.

Now she's added author to that list, having launched *Piggy* in Britain and here last month.

The Times newspaper and Vogue magazine have warmed to her book quite a bit.

The Times, for instance, calls the book's illustrations by Korean designer Kang Eun-Syong "sumptuous", and cautions mothers to keep their infants' sticky fingers away from the book.

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."



DESIGNER GIRL: Amy Allen not only writes nursery rhymes about fashion, she also runs her own label Mimoset and models its clothes.



Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."

Allen says her husband also happens to be writing a book, on *Fraser*, and quips: "It couldn't be more different."



FRERE JACQUES

Louis Vuitton, Louis Vuitton, Mulberry, Mulberry? Happy Bag Dilemma - Lulu, Kate or Anya? Shopping spree, buy all three.

HICKORY DICKORY DOCK

Hickory dickory dock, How big is Mummy's rock? Five carats from Graff, So we can't pay the staff! Hickory dickory dock.

THERE WAS AN OLD WOMAN

There was a young woman who lived in her Choos, Though she once had a house in a smart Chelsea Meers. So much on Jimmy, The house had to go, And with it, the Amex and husband in tow!