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Children queue up for latest Modhesh products

Summer Surprises mascot wins new fans by the day

Staff Report

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GULF NEWS



A child checks out products at the Modhesh Store during Dubai Summer Surprises

Image Credit: Supplied

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Dubai: The Modhesh Store, located in the central hall of Modhesh World, said yesterday it has got children queuing up for their favourite Modhesh products this summer as the region's favourite character gets new fans by the day.

With the growing popularity of Modhesh, the Dubai Events and Promotions Establishment launched a concerted effort to create a whole range of Modhesh products in 2007. Today, the range of products touches a child's scholastic, personal and social life.

"This is the first place children want to come in Modhesh World. All my children like Modhesh and collect as much merchandise as they can. Sometimes I feel that their rooms are Modhesh's rooms," said Ali Al Mansouri from Abu Dhabi. Siblings Naser, Hissa and Alyazia spent hours at the Modhesh store adding to their collection of Modhesh products.

Apart from including a wide variety of products, the items are thoughtfully designed. Labels, pencil, erasers, sharpeners, and even trolley bags are available at the store. Each product is available in various sizes and designs — for instance, school bags are

available in three sizes and in options of a trolley bag or a backpack. Other stationery products include pencil sets, lunch boxes, and sippers.

Some of the products provide a link between fun and learning. Edutainment products like jigsaw puzzles develop a child's reasoning and problem solving skills, develop their fine motor skill and hand-eye co-ordination besides their understanding of shapes and colours. The puzzles are mainly based on landmarks of Dubai and double up as educational aids.

The Modhesh store also houses a wide range of plush or soft toys, a favourite among children irrespective of their ages. Personal items include a range of key chains, cushions in eight colours, wall clocks, and towels. Stationery and personal items are available in two colours, pink for the girls and blue for the boys. Other toys include specially designed foam balls for children, beach balls, beach sets, and party sets that go a long way in adding the extra zing to a party.

The complete range of Modhesh merchandise undergoes stringent safety tests to ensure that international safety standards are adhered to. The Modhesh line of merchandise is accredited with 17 safety certificates including the EN71 - an accreditation required for all toys sold within the European Union.

Modhesh World doors are open from 10am to 10pm (Saturday to Wednesday), 10am to midnight (Thursdays), and 3pm to midnight on Fridays. Tickets to the venue are priced at Dh10 for adults and Dh15 for children with numerous free zones and exciting activities.

Modhesh Friends Club

Modhesh Friends Club, the summer club for children, recently organized a trip for its members to the Dubai Dolphinarium. The trip is one of numerous visits planned during an exciting summer itinerary of fun and learning.

Children were treated to the live show which is one of the main attractions of Dubai Dolphinarium. The stars of the show are three friendly and extremely talented bottlenose dolphins - Senya, Sousha and Marfa. Bottlenose dolphins are gentle and known for their intelligence and interaction with humans. Apart from being entertaining, the dolphin show highlights the need for conservation of not just dolphins but marine life as a whole.