

## SuperSox makes its way to India



**SUPERKNIT** Industries recently launched its premium socks lines in India—SuperSox. It is a young brand that brings socks of quality and international styles to Indian consumers. The socks are created with a variety of different permutations and combinations that create a large variety in a number of products. Crafted from the best quality yarn, the kids range of combed cotton socks are a must-buy. These are made of stretched cotton, which will keep the children at ease all day long. Some of the other unique collections include bike socks, royale collection, socks for blood pressure, knee supports, elbow supports, etc. SuperSox has a vast product line with over 4,000 patterns for men, women, kids and newborns. The collection is available across all retail stores in India. They are soon to launch an online storefront and the products will be available in portals like Shopclues, Amazon, Jabong and more.



## Me N Moms opens a new store in Pune

**BABY** care and parenting store, Me N Moms recently launched its fifth outlet in Phoenix Marketcity, Pune. On this occasion, Mee Mee revealed its new Autumn Winter 2016 maternity collection. The launched unveiled the latest apparel showcase for mums and their tots, followed by activities, games and entertainment for the audience. Eight expectant mothers and 20 new mums walked the ramp with their little ones. Each piece of clothing is designed in breathable fabrics like georgette, rayon and cotton. The exclusive range comes with a hidden zipper that



makes breastfeeding simpler and comfortable. The collection can be utilised from pregnancy till breastfeeding phase. It was a fun-filled event for everyone present.



## Breastfeeding at workplace made easy

**CLOUDNINE** Group of Hospitals, is India's leading chain of maternity hospitals, headquartered in Bengaluru with facilities in Chennai, Gurgaon, Mumbai and Pune. On World Breastfeeding week, the hospital recently undertook an initiative to facilitate and promote good breastfeeding practices at workplace. The hospital announced that it will be accrediting corporate houses with a supportive environment for nursing mothers so they can easily breastfeed their babies even after resuming work post-delivery. The hospital has already accredited several leading organisations in the country, including Dell International Services India, Flipkart, Philips India, Johnson & Johnson, EMC India, Himalaya Babycare, Ujjivan Financial Services and Klay prep schools and day care, to name a few.