



AMY ALLEN
AUTHOR/BUSINESSWOMAN/FABULOUS
PERSON, THIRTY-SOMETHING

When some mothers give birth, they buy flash cards to teach their children their ABCs. Others read stories about green cheese and a hat-loving feline. Amy Allen, however, ensured years of future credit card debt by writing *This Little Piggy Went To Prada* — described as “rursery rhymes for the Blahnik brigade”, “I kinda figured my daughter’s going to go into therapy anyway, so I might as well give her a real reason,” jokes the British-born author. “At least I won’t resent it when I get her therapy bills.”

With fluffy rhymes littered with designer names like Alexander McQueen, Cartier and Ralph Lauren, it would be easy to write Amy off as a rich bitch tai-tai. You would, however, be wrong. Now in her 30s (“My mother’s very superstitious so I’m not allowed to tell anyone my birth year in case they want to cast hexes and spells on me”), she’s worked with advertising bigwigs McCann-Erickson, DDB and Burson-Marsteller, set up an events business and even started up the champagne bar Bubble Lounge on Keong Saik Road. She sold that bat, of course, when she found herself washing ashtrays at four in the morning, and now handles the global marketing for Champaigne Lacquison. The busy queen bee also designs (she’s photographed in a coat of her creation) and customises corporate gifts, on top of being the stylish mother of her two-year-old girl Mimi.

But while little Mimi may already have a frequent flyer card with enough points to “fly herself to Hongkong and back”, mummy isn’t about to spoil her Gucci-illy forever. I will send you to as good a school as I can send you to, I will educate you, I will feed you, I will nurture you, I will love you — now go do something with it. It’s not all going to be handed to you on a silver platter.”

Good for her, but we’re pretty sure Mimi will be doing it in Prada.

This Little Piggy Went To Prada is available at major bookstores.

Her charm bracelet

“The football is for my husband the deck of cards because he’s a gambler, there’s a bar of silver for wealth, a little heart for love, the turtle for pregnant Amy, an aeroplane for travel, and flip flops for holidays. When I put it on I don’t take it off for a long time. I go to sleep and I wake up with these marks on my face.”



Her travelling photo-album

“It’s from Shanghai Tang and I take it with me every time I travel because I have pictures of my daughter in it.”



Her massive ring

“This was my Christmas present to myself [two years ago]. It’s from a shop in London... She’s this mad Russian lady who wears feathers in her hair and Edwardian suits and always has her BMW’s windows panned outside, which makes me think I probably paid for that.”



Her shoes

“They’re from Christian Louboutin. It’s quite sad, really. I bought them for a funeral. But I bought them for somebody I knew who would appreciate the fact that I bought them for him. He was a great friend of mine from university. Out of respect for Rob.”



PHOTOS: SIMON SIM