

THE WRITE STUFF

MEDIACORP
Radio

This Little Piggy Went to Prada by Amy Allen

January 12, 2006



This week, Bharati Jagdish looks at nursery rhymes with a difference – find out how pigs go to Prada and how a diamond ring could be just what you need to make changing nappies easier.

“Twinkle Twinkle Diamond Ring

In a blue box tied with string

Tiffany’s new Princess cut

The size of a baby’s butt

Twinkle Twinkle show your spark

Can’t Change nappies in the dark”

This is not an advertisement for a certain jewellery boutique. It is what some people call a fashion-obsessed nursery rhyme for children and mothers.

Just one in a whole collection of quirky, witty and entertaining rhymes in “This Little Piggy Went to Prada” by Amy Allen.

Amy claims that she really wasn’t doing an advertising blitz for fashion labels, but merely trying to make communicating with her baby more fun for herself.

Bharati speaks to her to find out more.

