



# parkbench

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# What Works for Mothers?

► Established in Singapore in 1998, motherswork also has branches in Beijing and Chengdu, providing everything parents need to equip their homes and lives for children. We caught up with founder Sharon Wong to find out what motherswork will bring to the Kerry Parkside community, and to talk about what it means to be a good mother.

**KP:** What is the concept behind motherswork? What are some of the struggles you faced balancing motherhood and a thriving career? How did you overcome those challenges?

**SW:** Our concept is simple! We partner with mothers and mothers-to-be from the time they are pregnant until their baby becomes a toddler and beyond. Our stores are created to offer a total one-stop shopping experience at different stages of parenthood.

**KP:** How does motherswork help parents become more equipped for their duties?

**SW:** motherswork is an extension of me being a mother. Many years ago, as a first time mother, I was overwhelmed by the maze of products available. No one had bothered to find the right recipe to help first time mothers understand and compare what they need to raise their baby and adapt their lifestyle..

After wasting a lot of money buying not-so-useful products and many hours of research into baby products from all over the world, I created motherswork. It started as a hobby. Later, I made it our mission to help mothers from pregnancy right up to parenting toddlers and beyond. We narrowed down the choices based on 11 core values, and put together the best in every category, all under one roof. We work with parents in the nurturing of their family by bringing the best of the best products, systems, information and advice that will provide the best environment to help their children reach their full potential.

**KP:** How do you choose which items and brands to sell at motherswork?

**SW:** We have searched the world to put together a collection of baby products and brands. They are the best in every category at different stages of parenthood, and meet at least four of the motherswork core values.

**KP:** Why did you decide to open a store at Kerry?

**SW:** Kerry Parkside integrates work, leisure and family life, making it a unique location. Along the same lines, we at motherswork offer a one-stop shopping experience for mothers, babies, kids and fathers too. We believe that our cultures are similar.

**KP:** What sort of things do you provide for mothers, babies and kids?

**SW:** We cater for every stage of parenthood. There is something to suit every parent's lifestyle, from lightweight strollers for those who frequent shopping malls to multi-terrain joggers for active parents; from multi-function bathtubs to dressers; and from booster chairs to adjustable high chairs, glass bottles and BPA-free bottles. We have it all – not just everything but the best of everything. I believe we have found the recipe to help all parents make the right choice to suit their lifestyle. That's what makes us different from other baby retail stores.

**KP:** Is there anything for dads as well?

**SW:** Of course! Strollers are like cars – Daddy's latest passion. motherswork carries strollers from international brands like Bugaboo, Stokke, Silver Cross, Easywalker, and Uppababy. We also have strollers designed by brands, like The Mini for Easywalker, Aston Martin for Silver Cross, Viktor & Rolf for Bugaboo.

**KP:** What is your personal favourite item that Motherswork sells?

**SW:** I love Tip Toey Joey handmade shoes. I have always been drawn to how people walk and I strongly believe it starts with a good pair of shoes. A baby's first step in a good pair of comfortable, well-made shoes will shape how she or he will walk. Whether this baby will grow up walking tip-toed or pigeon-toed will depend on the shoes they learn to walk in. We have searched the world for the best shoes for babies.

**KP:** In your opinion, what makes a good mother?

**SW:** What makes a good mother? This is the biggest debate of all time. If you ask my daughters (they are 16 and 18 years old) and my team, they'll say I'm a good mother. If you ask my teenage son, he'll say maybe. The answer changes by the day.

In balancing motherhood and career, time management, multi-tasking, decisiveness and efficiency are the keys. Teamwork! I rely on my team at work. Together, we can achieve anything. I may have the vision and the passion, but motherswork is nothing without the team. I am particularly blessed to have a great team both in Singapore and China – they share my passion.

At home, quality time is very important. Family vacations are sacred for me. There are two reasons for this: exposure and bonding. When you're on vacation, the kids are away from their regular routine, and they cannot SMS or surf the net. Time together away from home allows us the opportunity to

really bond and to focus on each other, and exposure to different cultures is invaluable.

**KP: What is the best piece of parenting advice you ever received?**

**SW:** My parents were always there, and were always consistent with their values. They pushed for academic excellence. My own parenting 101 was modelled on this. Later, while living in Australia and the USA, I was exposed to the culture of letting kids be kids, encouraging them to be the best they can be. I became the mother I always wanted to be, but that would not have been the case if I hadn't been exposed to different cultures.

**KP: What is one piece of advice you'd like to share with other parents?**

**SW:** Read to your children! Read with your children! It builds a strong bond between you and your baby, offers new outlooks, and fosters a love of reading that will stay with the child and become foundation for academic excellence. ■



## 关于母爱

▶ *motherswork* 由 1998 年在新加坡创立以来, 已在北京和成都设立了分公司, 为国内的新三口之家提供各种育儿产品。我们与该公司的创始人 Sharon Wong 小聚, 聊一聊 *motherswork* 能为嘉里社区作出怎样的贡献, 以及成功母亲的育儿经。

**KP: motherswork 的理念是什么?**

**SW:** 我们的理念非常简单! 我们与家长们亲密相伴, 为孕期到孩子姗姗学步及以后的各阶段的培养提供一站式的购物体验。

**KP: motherswork 是如何帮助家长们更好地打理日常生活的?**

**SW:** *motherswork* 可以说是我身为人母的一种附带成果。很多年前, 当我第一次成为母亲时, 看到眼前眼花缭乱的各种育儿产品, 我脑子一片空白。当时市场上也没有专门的机构能为初为人母的女性指点迷津、对比同类商品、给出最合适自己的育儿建议。

我曾在大量无用产品上浪费钱财, 并花了大量时间和精力研究全球各种婴儿产品, 之后就创立了 *motherswork*。公司的创立最早只是出于兴趣爱好, 后来“帮助孕期及已育家庭养育子女”的想法渐渐成为了这家公司重要使命。我们把婴儿产品的选择面压缩到了 11 个核心价值中, 随后在每一项中精选出最佳的产品, 并把这些产品陈列在同一家商店中供顾客选购。我们与家长们通力合作, 为千家万户养育儿女提供最佳的产品、机制、

信息和建议, 希望借此为我们的客户创造激发孩子潜能的最佳环境。

**KP: motherswork 如何选择产品?**

**SW:** 我们寻遍全世界, 精选出适合育儿各阶段使用的最好的产品和品牌在此陈列, 这些产品也必须和 *motherswork* 的核心价值观相契合。

**KP: 您为什么决定在浦东嘉里城开设分店?**

**SW:** 浦东嘉里城集工作、休闲和家庭生活于一身, 是一个与众不同的地方。在类似的环境下, *motherswork* 为母亲、婴儿、儿童甚至父亲提供了一站式购物体验。我们认为这种公司文化和浦东嘉里城异曲同工。

**KP: 你们为母亲、婴儿和儿童提供怎样的商品?**

**SW:** 我们竭力满足育儿的各个阶段的需求。每个家庭的生活方式迥异, 但在这里总能找到最适合自己家庭的物品。比如我们有适合经常购物的父母使用的轻便型推车和专为慢跑爱好者设计的适用于各种地形的推车; 你也可以在这里找到多功能浴盆和梳妆台; 婴儿椅和可调节长凳; 普通玻璃瓶和不含 BPA (双酚基丙烷) 的瓶子等。我们的商品可以说一应俱全, 当然不是什么都, 而是在每一类中都精选出最好的。我相信我们找到了帮助家长适应不同家庭生活方式的要诀。

**KP: 你们有专为父亲提供的商品吗?**

**SW:** 当然有! 婴儿推车就像轿车一样 -- 新爸爸们的新爱好。*motherswork* 搜罗了世界各大品牌, 如 Bugaboo, Stokke, Silver Cross, Easywalker 和 Uppababy。我们还有一批知名品牌推出的婴儿推车, 比如 The Mini 设计的 Easywalker, Aston Martin 设计的 Silver Cross 和 Viktor & Rolf 设计的 Bugaboo。

**KP: 在 motherswork 的产品中, 您个人最喜欢的是哪一款?**

**SW:** 我最喜欢 Tip Toey Joey 手工打造的童鞋。我一直很留意周围人走路的姿态, 而且我强烈认为优雅的步伐是由一双好鞋子开始的。姗姗学步时所穿的那双舒适、精致的小鞋子往往决定了孩子今后走路的样子。

**KP: 在你看来, 好母亲要具备哪些特点? 在养育子女和工作的冲突中, 你遇到了怎样的困难? 你又是如何战胜这些挑战的?**

**SW:** 好妈妈是什么样子的? 嗯, 这可是个争论不断的大问题。如果你问我两个女儿 (16 岁和 18 岁) 还有我的团队, 他们会告诉你我是个母亲。但如果你问我十几岁的儿子同样的问题, 他的回答可能是“也许”。他们给出的答案有可能每天都不同。平衡育儿和工作的问题, 我觉得时间管理、多管齐下、果断做决定和提高效率是关键。工作中团队精神很重要, 我十分信赖我的团队。大家在一起众志成城。我也许有自己的理念和热情, 但 *motherswork* 没有这个团队是不可能成功的。无论是在新加

坡还是中国, 能有这么好的团队真是无比幸福, 他们同样有着我的理念和热情。

对于家庭来说, 有品质的生活是关键。对我来说与家人在一起的休假弥足珍贵。原因有两个: 开拓和团结。度假的时候, 孩子们可以关上手机、切断网络, 暂时告别平日的生活。这样的团聚让我们家庭加深对彼此的关注并让我们开拓了视野, 了解到不同的文化。这些经历十分珍贵。

**KP: 你听到过的最有意义的育儿建议是什么?**

**SW:** 我的父母一直在我身旁支持着我, 而且他们的价值观一直很稳定。他们坚持让我好好学习。我的育儿方式也是基于这个理念的。我长大后在澳大利亚和美国生活过, 这又让我接触到了放手让孩子做最真实的自己的理念。我成为了一个我一直梦想做到的母亲, 这都归功于我不同的文化体验。

**KP: 你有什么建议想和其他的家长分享吗?**

**SW:** 多给孩子读书! 和孩子一起读书! 读书能增进你和孩子的和睦关系, 拓宽孩子的知识面, 培养读书的热情, 这为孩子今后的学习打下了坚实的基础。■