

Mother & Baby Delight

[Koukla](#) in [Shopping](#) — May 24th, 2009

If you're mall-hopping with the little ones this Sunday, you might want to head out to Plaza Indonesia because **Mothercare** and **Early Learning Center (ELC)** just opened their flagship store there. This massive 700m² store is apparently the biggest in South-East Asia and houses more than 5,000 lines of product which is everything you need during pregnancy and breastfeeding and also for babies and children. This store also carries a limited-editions products from [Myleene Klass](#) and [Silver Cross](#) which are not available in other outlets. Next to Mothercare is Early Learning Center (ELC), UK's top toy store which carries products that help children to explore the boundaries of their imaginations and creativity. I find it very hard not to pick up something for my daughter everytime I visit these 2 stores.





Mothercare has sprawling stroller choices from any brand, style, color imaginable on display and standing there will make you feel like Becky Bloomwood 😊 You just want to take home every single one of them!



If you do stop by, please check out the YCAB (Yayasan Cinta Anak Bangsa) red bracelet displayed in the cashier. This bracelet only costs IDR 20 thousand and all proceeds go to [YCAB Angel of Change](#) program, which provides education for underprivileged children in Indonesia. And for every bracelet sold, Mothercare will also donate IDR 20 thousand for this charity. So by buying 1 bracelet, you will actually donate 40 thousand for this good cause.



Image from IndoPacific Edelman & Fashionese Daily