

## HOW TAKA JEWELLERY MADE TWO MUMS' DAYS ON MOTHER'S DAY!

11 May 2008

### Miraculous Mother's Day Makeover with Radio 91.3FM, presented by TAKA Jewellery

Two mothers were rewarded for their self-sacrificing and endless love for their families with a full day-long pampering session on 9 May 2008.



From left: Irene Liew (winning mother),  
Petrina Kow (Radio 91.3FM), Hew May  
Leng (winning mother)

Listeners were invited to email Radio 91.3FM with an explanation of why their mother or even themselves so long as they are mothers, deserved a Miraculous Mummy Makeover including the Grand Prize of a Sentimentelle diamond pendant worth more than \$2,000.

Many heartwarming stories of self-sacrifice had received and finally two were shortlisted. One of the winners, Hew May Leng, nominated herself. Her unconditional love for her family touched the committee. Here is an extract from her email:

*'...Being a considerate wife, I do not spend my husband's hard earned money on myself. In the past 10 years, I have only bought 9 pieces of clothing (each costing less than \$20) for myself. I go for those \$10 Russian roulette haircuts (i.e. whether it is going to be a good haircut or otherwise really depends on luck)...*

*...I may be firm with my son, but I am trying my best to instill good values, habits & attitude that will carry him for life. I am not shy to apologize to him when I make mistakes & I also get the family involved in using less plastic bags and doing bits for charity...'*

Another winner was Irene Liew, the entry was sent in by one of her daughter; Debra Li. She expressed her thanks to her mother for bringing up the four children. Here is her story:

*'...She, of all mothers, deserves a pampering treat for all the toiling, sweat, pain and tears in raising us four 'monkeys' for the past 30 years. Though more advanced in age, she is still not letting up the mothering act despite the fact that we are almost all grown-up now. I guess in her eyes, we will always be her babies no matter how old we grow...*

The pampering session begin with a shopping spree at Tangs, accompanied by a personal shopper, during which the two winning mothers each selected a brand new wardrobe worth \$800, followed by a hair and makeover session at Mahogany. The finale was dinner for 4 at Princess Café at Copthorne King's Hotel, where the made-over mums were revealed to their families with their brand new looks and wardrobes.



Winning mother, Irene  
Liew being pampered with  
a new hair style

'Because every woman deserves true value', we urge the mothers of Singapore to also value themselves. You are special, important, immensely valuable, and you deserve to treat yourselves with affordable, quality fine jewellery.