

Penthouse Livings opens its doors

Featuring over fifteen world class brands, Penthouse Livings opened its doors on 24 October, 2019, at Dhaka's shopping hub, Banani. Penthouse Livings is a sister concern of Meghna Executive Holdings. They have been in Bangladesh for over a decade, bringing in brands like BMW, KIA, KOHLER, Apple, and VITO.

The concern's focus is high-end, luxury furniture, and home décor brands, including being licensed partners of some world renowned American and European brands. like Michael Aram, Christopher Guy, Eichholtz, Mario Luca Giusti, Caracole, Nourison, Lenox, Villeroy and Boch, Jonathan Adler, Wedgwood, Intercoil, Corelle Brands, Falken Porzellan, Anna, Kim

Seybert and Royal Albert, to name a few.

The four-floor, 8,500 square feet, has a brand board on the the ground floor, displaying handpicked items from each brand, summarising the entire store.

This floor focuses on tableware, accessories, and the brands Eichholtz and Jonathan Adler, with premium boxes and soap dispensers n signature bold colours and patterns.

The first floor mainly exhibits products from Caracole and Michael Aram, like stylish sofas and divans, to exquisite beds and foldable dining tables-- they have it all. A unique collection of home accessories from Michael Aram such as cake stands, candle stands, ring holders and bowls, all featuring

its signature antique floral look.

The second floor carries products mainly from Christopher Guy, which represent a perfect amalgamation of unique design and ultimate comfort. The furniture from Christopher Guy are customisable, despite the colour combinations and material that sing in harmony.

The top floor features a few brands including rugs from Nourison, agate book ends, coasters and candles from Anna, charger, placements and napkin rings from Kim Seybert and synthetic drinking glasses and glass vases from Mario Luca Giusti. Great emphasis is given to tableware to satiate the trending concept of modern fine dining in Dhaka.

They have some other unique tems as well, such as cocktail cabinets, plush sofas and swivelling velvet chairs. The set-up of furniture display defines what contemporary, luxury living looks like. Not only are these aesthetic, but also functional.

In-house architects are available to assist customers to decorate their homes beautifully.

There store is located in Suvastu Suraiya Trade Center, Plot No 57, Block B, Kamal Ataturk Avenue, Banani, Dhaka-1213, Bangladesh.

By Fariha Amber

Log into their website: <http://penthouselivings.com>

TIPS

Screen time for children

With an increasing addiction o screens — computer games, social media, TV, and so on— children are getting less and less enthusiastic about outdoor activities and sports, sinking into sedentary lifestyles. True, screen time on computers or smartphones have benefits, but excess of it causes a range of harmful effects.

Did you know that a number of iconic tech moguls themselves restrict the use of technology and screen time in their own homes?

"You're always looking at how it can be used in a great way — homework and staying in touch with friends — and also where it has gotten to excess," Microsoft co-founder Bill Gates once said.

Meanwhile, Snapchat's co-founder and CEO

Evan Spiegel allows his 8-year-old a screen time of a maximum of 1.5 hours per week!

And even the late Steve Jobs — a name which still remains the most synonymous with Apple and iPhone — also barred screen time at home to an extent. "We limit how much technology our kids use at home," he once said.

After all, tech icons with big bank accounts are still parents. And as parents, you always do what's best for the kids, and that includes recognising the harmful effects of excessive screen time, and thus, limiting it.

Indeed, there are a number of harmful effects. One of them is obesity. Screen time and sedentary lifestyle are deeply connected, and this kind of lifestyle has chances of

resulting in being overweight and even obese.

Another problem is sleep disturbances, which arises due to looking at screens before bedtime. The blue light from screens confuses the body's natural sleep cycle.

Studies have also shown that too much screen time causes behavioural concerns; they are more likely to have social, emotional, and attention problems.

Research has also linked screen with educational performance— children with TV in the bedroom do worse on academic testing.

And of course, it doesn't take research; your experience and observation must show that interaction within the family is also educed, as your kids (and you too) are busy looking at screens instead of each other.

Therefore, make some changes at home, and that starts with you! After all, your children may not always do what you tell them to do, but will definitely do what you do. It is very important to set a good example.

But what defines excessive screen time?

The guidelines given by World Health Organization, as stipulated in 'Guidelines on Physical Activity, Sedentary Behaviour and Sleep for Children under 5 Years of Age,' shall give you some idea. For infants less than a year, screen time 'is not recommended.' For children between three and four years of age, sedentary screen time should not exceed one hour, but 'less is better.'

— LS Desk

The advertisement features a young girl with a joyful expression, wearing a blue helmet and a pink long-sleeved shirt, riding a bicycle through a muddy field. She is covered in mud, particularly on her face, arms, and legs. The background is a lush green field with trees. In the bottom right corner, three Surf excel detergent products are displayed: a box of 'TOP LOAD' detergent, a box of 'Quick wash' detergent, and a bottle of 'FRONT LOAD' detergent. The text 'dirt is good' is written in large, white, lowercase letters across the middle of the image. The Surf excel logo is in the top left corner, and the Unilever logo is in the top right corner.