



SHOP TALK

Back to School with B-First



Dirty, unkempt, and scruffy shoes! These are every mother's nightmare, but not much can be done about it, except for smiling through it all, with an uncanny sense of sanity.

Hey! At least the children are not cooped-up in a 1000 square foot apartment, desperately trying to befriend grizzly characters from virtual reality!

However, the lopsided effect of the happy, tumbling and social children are that they would almost certainly end up with severed clothes and shoes, even after a cheerful game of tag.

So, every time there's a sports competition or the news of Physical Education in school, parents go through a set of mixed emotions. One of pride and positivity, another of worry and anxiety, for having to purchase a brand new pair of clothes and shoes, that too within such a short period of time.

This is exactly where Bata

comes to the rescue with its 'B-First - Back to School' range of fascinating black and white shoes.

The black shoes range between the formal Oxfords that look suave, to the strap-ons that are very comfortable to wear. These shoes can be easily wiped clean and last a very long time, perhaps till the little tykes outgrow them completely. Yes! The same can be said about the white trainers that are essential during every physical education class and sports program.

And if you thought that was

by intolerable feet odour, then it's time to jump with joy, as with this new range of school shoes, no longer will the kiddos have smelly feet, even after hours in the sun.

Thanks to the B-First brand by Bata, parents no longer have to worry about a hole burning through their wallets, from frequenting shoe stores all throughout the year. This new range of school shoes are both affordable and comfy. Plus, there's also the benefit of getting a brand new, super attractive, water bottle absolutely free with



all Bata offered, then you are definitely in for more surprise, for the brand proves to be justly compassionate, by introducing its brand new 'life technology,' a scientific range of school shoes that helps kills 99 percent of the bacteria thriving in the shoes and on the feet.

So, if you were always bothered

the school shoes. What else could one want?

Having said all that, here's to wishing all the parents and children, an eventful school year, or should we say a 'Cool to School' year in 2020!

— LS Desk
Photo courtesy: Bata

COOL TO SCHOOL



KILLS 99% BACTERIA

Life

*Conditions apply

FREE WATER BOTTLE!



BFirst
Since 1894

Bata