



#FASHION

# MAKE SCHOOL COMFORTABLY COOL

## School Smart shoes from Apex

Children are unstoppable! From conquering playgrounds to acing their classes, they take on the world with boundless energy. Their school shoes need to keep up and with the new school session around the corner, there's no better time for parents to get a pair of Apex school shoes for their children.

Apex has recently launched a "Make School Comfortably Cool" campaign making sure that every step your child takes is a perfect blend of coolness and comfort! But that's not all— this season with each pair of School Smart shoes, Apex is offering Toggi Fun World entry tickets, turning shoe shopping into a fun family outing!

Additionally, the renowned shoe manufacturer has introduced the "Cool Kids in Action" campaign, where parents can upload pictures of their children engaging in exciting activities wearing school uniforms on Facebook (with proper hashtags) and win a premium set of stationery gifts.

School Shoes by Apex is designed to keep feet odour-free. Featuring Velcro closure for proper fit, with a lightweight and flexible outsole, these shoes allow



kids to run, jump, and play without worry. Whether they are navigating the playground or dashing into class, these shoes provide the perfect blend of comfort

and resilience.

Get ready to make this school year the most stylishly comfortable one yet with Apex school shoes!

Campaign- [https://www.apex4u.com/brand/school-smart?sortby=new\\_arrivals](https://www.apex4u.com/brand/school-smart?sortby=new_arrivals)  
T&C- <https://www.apex4u.com/page/make-school-comfortably-cool>

#TRAVEL

# Exploring wonders of the Middle East

## 7 PLACES YOU CAN'T MISS

In favour of more mainstream vacation destinations, many people disregard the oases of culture that await visitors in the Middle East. Home to stunning destinations and hidden gems, various countries in the region are quickly becoming popular vacation spots as they are treasure troves of historical grandeur, natural beauty, and rich cultural heritage.

So, get ready to update your travel bucket list with some of the best places in the Middle East!

### Dahab, Egypt

Relaxed and beautiful, the village of Dahab in Egypt is an ideal place for summer vacations. This secluded location, known as the Diver's Paradise, has gorgeous coral reefs and picturesque blue lagoons to offer. The city's two halves — Masbat and New Dahab — make for an ideal historical travel destination. Dahab also offers fun activities

like sandboarding and safari trips. You may spend a few nights here and make unforgettable vacation memories for life!

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