

Play Time!

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A neatly categorised section greets you as you walk in

Exploring one of the largest one-stop-shop for kids.

Words Nadhwa Mohamed **Photographs** Indika de Silva

Commenced in 2004 with about 5,000 square feet of toys and baby products, Kids Unlimited now showcases a multitude of retail products over a span of 20,000 square feet spread across three floors.

Whether you are shopping for a gift, crossing off items on your baby list, or just restocking on the kids' toys, Kids Unlimited offers a diverse array of kids' items. One could say that it is the ultimate shopping destination for anything child-related.

With top-notch kids' products imported from various countries, the store has gained popularity since its inception and is today, a favourite amongst kids and parents alike. Kids Unlimited houses world renowned brands such as Avent, Lego, Fisher-Price, Funskool, VTech, Fun Time, Playskool and Mattel.

Walking in, you will be greeted by an impressive spread of products. One will come across everything from prams, cribs and cots, feeding chairs and playpens to baby cosmetics and toiletries. With expecting mothers in mind, the Kids Unlimited management has dedicated most of the ground floor for all essential baby and maternal products.

Taking the stairs up to the first floor, you find yourself in a whimsical realm of striking colours and patterns. While a myriad of children's clothing are based on the first floor, an immeasurable selection of toys span across the first and second floors. Kids Unlimited offers clothing for both boys and girls, including T shirts, pants, dresses, shoes, socks, bags and accessories.

At the toys' section, you will find every toy imaginable from rechargeable kid-sized ride-on cars and bikes to remote controlled helicopters along with basketball hoops, crossbows and cricket equipment. What's more, the store offers a variety of stuffed bears, action figures, barbie dolls, building blocks, board games, puzzles, miniature houses and kitchen sets as well.

Throughout the entire department store, products from popular cartoons and characters from children's shows are available as well. Kids Unlimited also contains a diverse collection of educational and story books, stationaries and DVDs.

The store not only offers fast selling and in-demand products, but an extensive collection for each variety and genre of toys and items, allowing the customers to choose according to their liking. They also offer after-sales services and repairs.

With the interests of the kids at heart, the management, from time to time, holds events such as pottery painting and competitions with model building and racing toy cars. Demonstrations and introductory events of new products are also held on occasion.

Ahamed Rikaz Zakariya, Managing Director of Kids Unlimited said that the Store hopes to introduce an online shopping portal, as well as an exclusive membership card for their customers. Embarking on such ventures are aimed at taking Kids Unlimited a leap further. Additionally, the store will be expanding to include even more products such as children's bedroom and furniture sets and a play area where the kids can have fun, in time to come.

Easily accessible and with one of the widest range of toys and kid's necessities in

Sri Lanka, Kids Unlimited proves to be true to its name.

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