



Main picture: MegaBox's in-house magician keeps kids entertained whilst (below) tasty treats are also on offer.
大圖：MegaBox駐場魔術師，令孩子們心花怒放。
下：各式糖果應有盡有，小孩子目不暇給。

Taking the family out for a day of shopping can often turn from a fun day out into a chore. While the poor parent is trying to find the right sneakers or arrange renovations for the home, their children can get bored, tired and cranky in no time.

This need not be the case. At MegaBox, where the choice of shops and range of goods guarantee the shopper quick success, the wonders of MegaKids, an innovative zone dedicated to children, consisting of 20 shops providing a full range of kid's wear, clothes and accessories, will keep the little ones fully occupied, so a day out shopping will always be fun.

From the innovative decoration to the wide range of shops, everything is there for kids and adults, and, at the same time it enhances the parent's shopping experience.

Fun should be an important element of a family day out shopping, and kids won't be short of it here. An in-house magician is on hand to entertain them, with tricks and games to be played with small groups of kids while their parents get down to their shopping.

Although fun is a key element, the emphasis at MegaKids is on education.

One place you can always find attractions for a curious child is the Popular bookstore, the largest single-storey bookstore in Hong Kong. Your kids can spend quality time in the store browsing through thousands of titles in English and Chinese. It holds a vast range of gifts and accessories, as well as entertaining and educational audio-visual products. Parents and children alike will appreciate the variety of textbooks, stationery and general reading materials which can help students climb to the top of the class.

If you are searching for educational products suitable for your children, the obvious place to head is the Early Learning Centre. For decades, branches of the internationally renowned store have been helping parents and intriguing kids.

Fun times for kids out shopping

A zone dedicated to children and parents will keep the little ones fully occupied and entertained





All the toys are designed to help children explore the boundaries of their imagination and creativity. The company creates "fantastic toys" that develop vital skills and allow youngsters to get off to the best possible start in life. From their point of view, MegaBox was the perfect location, since it is a great centre for young families and has fantastic facilities.

That is the key to the whole concept and one of the reasons why the Eugene Club Centre, the largest baby care chain in Hong Kong, has also opened a flagship store. It includes the city's first and largest kid's furniture shop, with items imported from top brands in Europe and the United States, and more than 20,000 baby care items from around the world. The centre excels in the other services it provides, offering customers a comfortable environment and professional consultancy services.

For musical kids, the Tom Lee store can accommodate their every need. From hundreds of different instruments and scores to its own performance hall, the store caters to beginners and professionals alike. It also offers various music courses for kids, including the popular Yamaha Music Course.

These days, kids may be ever more fashion conscious, but parents also want them to look their best when they're out and about. Whether hunting for the latest look or the next size up, they can visit Chickeeduck, the market leader for children's wear in Hong Kong, which offers superb value, top-notch quality and great styles. There are outfits for newborns, girls' wear, and all kinds of casual wear, while at Mother World expectant mums will find maternity clothes to keep them comfortable and in fashion until their baby is born.

With such a variety of stores and facilities under one roof, including an ice-rink, IMAX cinema, excellent dining and speciality stores, and convenient shuttle bus services to the mall, MegaBox has it all.

And if the kids tire of shopping, keeping them occupied and entertained won't be a problem because the resident clown and magician is always on hand in the MegaKids zone.

親子同享購物樂

家長帶孩子一同購物，可以是親子樂，也可以變成勞心勞力的一天。無論是為孩子購買衣服鞋襪，又或是為家居添置裝飾，缺乏耐性的小朋友很快便會在家長旁邊怨聲載道，甚至大鬧情緒。

不過在選擇多樣的MegaBox購物就能一舉兩得：購物方便之餘，專為小朋友而設的「MegaKids童真天地」就能為孩子以至家長帶來豐富的一天。MegaBox打造全港首個動感親子兒童專區「MegaKids童真天地」，此專區網羅20間國際知名品牌，一系列專為孩子以至成年人而設的商店加上創新的裝潢，令購物更添歡樂。駐場魔術師幻變花樣百出的戲法，讓小朋友樂不可支，家長便可趁機購買所需。

娛樂之餘，「MegaKids童真天地」同樣關心小朋友的心智發展。大眾書局提供數千種適合兒童的中英文書籍。作為全港最大的單層書店，店內尚有大量教育及娛樂兼備的影音產品。課本、文具精品及各類書籍一應俱全。

國際玩具品牌Early Learning Centre兒樂思(教育玩具專門店)數十年來致力研發創意玩具，以讓孩子盡情發揮內在潛能，並培養出重要的技能和創作力。

該公司認為MegaBox設施應有盡有，顧客以年輕家庭為主，與其經營理念及目標顧客不謀而合，選址MegaBox最理想不過。

同樣原因，全港最大一站式嬰幼兒用品連鎖專門店「荷花親子中心」亦選址MegaBox開設旗艦店。這裡有全港首家兼最大的兒童家具中心，產品來自歐美著名品牌，加上超過二萬種嬰幼兒用品可供選購。除購物之餘，荷花親子中心亦提供專業親子諮詢服務。

若果家中的小朋友音樂感豐富，望子成龍的家長則可到通利琴行選購合適的樂器及樂譜。店內設有演奏廳，無論是初學者以至專業音樂家都可於店內找到所需。此外，通利琴行亦提供不同的音樂課程給孩子們學習，當中包括受歡迎的Yamaha音樂課程。

時至今日，時裝已不是成年人的專利，小朋友也可以穿出獨特性。香港著名童裝店Chickeeduck提供高品質和時尚兼超值的童裝，由嬰兒到適合任何場合的兒童便服任君選擇。另外，「媽媽世界」讓準媽媽在腹大便便時也可以緊貼潮流。

除以上店舖之外，商場內的其他設施例如溜冰場、IMAX影院、餐飲及各類型的專門店，以及穿梭巴士服務往返九龍灣地鐵站，都為一家大小享受一日的購物樂帶來無限方便和樂趣。

MegaBox has a variety of stores that will delight children, including Eugene Club Centre (Level 7), Chickeeduck, the Early Learning Centre, Popular Bookstore (Level 9) and Tom Lee (Level 12). MegaBox深得孩子喜悅，皆因名店林立，包括：荷花親子中心、Chickeeduck、兒樂思、大眾書局及通利琴行。