# Issue 24 Summer/Autumn 2018











Julia Minchin

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Sophie Kinsella 17 I could wave a magic wand, I would like a

super-power



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No matter if they live in the limelight or not, the mums I have interviewed for this issue have done extraordinary things in their lives. Their stories are inspiring and positive. I don't often interview the same people twice, but I have made an exception for Sophie Kinsella who holds a special place in my readers' hearts for making us laugh with her bestsellers, including the hugely popular *Shopaholic* series as well as a sweet and funny new children's series called *Mummy Fairy* 

and Me.

Hippychick founder and mumpreneur Julia Minchin reveals her secret path to success by building a popular brand.

In conversation with London Mumpreneur and founder of the Honest Mum blog and brand Vicki Psarias, she talked about her first book *Mumboss* and the challenges of building a successful mummy blogger business.

Mum and Chef Rachel Allen takes us to a culinary trip to Italy with her yummy recipes while our globetrotting reporter Rita Kobrak gives us tips for Summer and Autumn Food festivals in Tuscany for all the family.

Talking about Italy, I have caught up with international music icon Zucchero who opened up about his lifelong love for blues and his collaborations with the biggest music stars of our generation from pop, rock and opera. You can watch this and all my other interviews on our YouTube channel www.youtube.com/londonmums

In my travel feature I tell all about my latest trip to Ibiza Santa Eulalia where I experienced the Family Moments, an initiative aiming to bring more families to the quietest and possibly the most beautiful part of Ibiza.

Last but not least, photographer Aida Llanos and I went to Notting Hill for a special urban photo shoot.

The London Mums' shopping pages are crammed full of all things pretty and playful from toys to travel essentials. For additional gift ideas check out London Mums' dedicated site

londonmumsmagazine.entstix.com where you can get up to 60% OFF tickets for West End shows and lots of London attractions.

I hope you will enjoy reading this Summer/Autumn issue as much as we have loved making it!

#### Spread the word – London Mums is totally and utterly FREE!

lonice

Monica Costa Editor in Chief, Founder of London Mums and mum of 11-year-old Diego. Let me know what you think of this issue at monica@londonmums.org.uk or on Twitter @Londonmums



### SOPHIE KINSELLA

#### ditorial

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## IN THIS ISSUE SUMMER / AUTUMN 2018 🕀



# WE HAVE A DIFFERENT VIEW OF THE NAUGHTY STEP



**ZUCCHERO** The man with the hat, a leather voice and blues in his veins recalls the 80s & his famous friends

**SCHOOLING** Summer holidays - boosting your child's education!

**MUMPRENEUR'S LIFE** Hippychick founder Julia Minchin reveals her secret path to success

STEM BOOKS Iggy Peck, Ada Twist and Rosie Revere are ... The Questioneers!

TRAVEL WITH KIDS Late Summer and Autumn Food festivals in Tuscany for all the family

FOOD A culinary trip to Italy with Mum & Chef Rachel Allen's recipes

TRAVEL WITH KIDS Family Moments in Ibiza Santa Eulalia

FASHION Urban Fashion photo shoot in Notting Hill

**Z MUMPRENEUR'S LIFE** MumBoss and Honest Mum Vicki Psarias

SUMMER TOY WISHLIST

TOY TRENDS The Toy King

PRETTY THINGS Beautiful Gifts and Summer travel essentials for mums and children





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It doesn't happen very often for me to interview famous stars twice, but I have made an exception for Sophie Kinsella who holds a special place in my heart for making me laugh with her bestsellers, including the hugely popular *Shopaholic* series. Between her busy schedule split between her chick-lit literature projects and her role as mum of five in London, I have talked to her about her sweet and funny new children's series called *Mummy Fairy and Me* with charming illustrations throughout from Marta Kissi.

**Q:** What do you think kids will love about your new *Mummy Fairy and Me* series the most?

**SK:** Ella and Mummy Fairy began as characters I invented for my own children. They loved the funny scrapes that Mummy Fairy got into, and also the way that Ella is so smart and often saves the day. I hope that other kids (and mummies and daddies!) will enjoy the Mummy Fairy world as much as we have.

Ella's family have a big secret... her mummy is a fairy! She can do amazing spells with her computawand to make delicious cupcakes, create the perfect birthday party, and cause chaos at the supermarket. But sometimes the spells go a bit wrong and that's when Ella comes to the rescue!

### **Q:** Do you think *Mummy Fairy and Me* is the perfect series for the children of your fans?

**SK:** I hope so! I've tried to give Ella, Mummy Fairy and their family and friends the same kind of characteristics and comedy as, for example, Becky Bloomwood or Emma Corrigan.

### Q: If you could wave a magic wand once to fulfil a dream what would that be?

**SK:** It would always be to keep my family safe and sound. But I would also quite like a super-power! **Q:** What's your personal favourite highlight from your career so far?

**SK:** The premiere for the film *Confessions of a Shopaholic* was amazing. Walking the red carpet is such an incredible experience, and seeing my book come to life on screen was so special.

Q: What three words would describe you and your work?

**SK:** I'm scatty, optimistic and a little obsessive. I hope my books are exciting, funny and heartfelt.

Q: Your novels are very filmable. When can we e xpect another film from one of your books? If not, what other novels would you like to see turned into movies?

**SK:** Several of my books are under option, so we'll have to see! As for other books, I have always loved *Another Woman* by Penny Vincenzi, who sadly died recently, and think that it could make a wonderful film or TV series.



**Q:** Our world is very visual and some children prefer videos to books. What should parents do to encourage children to read and write more?

**SK:** There are so many good children's books out there. And once a child is hooked on reading, it's a magical thing – even screens can't compete! If parents want to get their children into reading more, I always say the best thing is to look for books that reflect your children's interests. One of my children has become mad about spies, so I've started him off with Enid Blyton adventures, which he loves. When he's a bit older he'll move onto Anthony Horowitz and Charlie Higson.

### **Q:** Who has inspired you the most throughout your life and why?

**SK:** I have always looked at women who are older than me and aspire to become them. When I was a journalist I looked up to the more established journalists and now I look at authors I admire, such as Joanna Trollope, who I think is wonderful and an inspiration to me.

**Q:** As it's summertime (it will be by the time the magazine is out), where are you planning to go on holiday with your family and why?

**SK:** We're going to spend a week in the Lake District, because it's a beautiful part of the world and we've never been there as a family. I feel we will need some time on a beach by the end of the summer, so we're planning some sand and sea too at some point. **Q:** What are you up to next?

**SK:** At the moment I'm working on a new standalone novel, which I'm really enjoying.

Mummy Fairy and Me: Fairy in Waiting – Publishing 2nd August £5.99 / Puffin



# **SOPHIE IFICOULD WAVE A MAGIC WAND, I WOULD IKE A SUPER-POWER!**

ditor Monica Costa



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**ZUCCHERO** THE MAN WITH THE HAT, A LEATHER VOICE AND BLUES IN HIS VEINS RECALLS THE 80S & HIS FAMOUS FRIENDS

**A genuine chat with a truly iconic rock star** By Monica Costa and Rosalba Costantini Being a rebel teenager in Italy in the 80s meant only one thing for me: listening and playing blues songs by Zucchero Fornaciari aka Zucchero (which is the Italian for Sugar – his real name is Adelmo Forniciari). At 62 he has sold more than 50 million records worldwide and has become one of the biggest rock stars in Italy and in the international music scene. Thirty years down the line I am at the BBC studios in London talking heart-to-heart to my teenage idol about his latest album Wanted, which includes a collection of his biggest hits, collaborations with some of pop music's biggest legends, duets, live gigs and behind-the-scenes documentaries. With Zucchero I felt immediately at home. He is from my region, Emilia-Romagna, and one of the most genuine people with the biggest talent and passion for blues I have ever come across.

He only has a few days before his international tour starts on 8th July with a concert in Hyde Park at British Summer Time Hyde Park 2018 along with his friends and colleagues Erick Clapton and Santana (already sold out). He cannot wait to be on stage again. He lives and breathes the blues. Enjoy this honest interview with Zucchero before heading to Hyde Park to hear his leathery soulful voice and guitar. If you cannot find tickets to BST you can see Zucchero at the Cornbury Festival for families on 13th July.

Q: Zucchero, in *Wanted – The Best Collection*, there are 30 years of wonderful music. Is this a homenage to your loyal fans or to the young people who are not familiar with your music?

ZF: This monumental 'status' boxset is a gift that my music producers Wrasse Records have created for me. It includes music from 1985 to 2017, including a docufilm, a live video from The Arena di Verona, duet rarities with various artists. Unfortunately, I had to leave out some music because it did not fit in all the boxset.

**Q**: What's the secret to make music that many different generations over time would like?

ZF: I don't like repeating myself. I don't like navigating in calm waters. I love experimenting and not look back at the past. The most difficult thing in this process is to remain true to yourself by changing the music. Or, in other words, change by remaining true to yourself. But repeating the same sounds and themes and be complacent because



Q: You are a great innovator within the blues scene. I loved the story of black cat which you mention in the new docufilm. Tell me more about it. What do a black cat and the Partesan from Reggio have in common?

ZF: In the docufilm you can see that I went to look for new instruments in New Orleans. They are fantastic over there because they make everything play. You can even find things with one cord only that play, with a broom, a milk tin used as a sounding board. People there

ZUCCHERO Wanted SUGAR FORN



are incredible and manage to create unique sounds which are difficult to be re-produced if you don't have the spirit of blues inside you. I have it inside and I often think about where it comes from. I wonder why I have this blues so strong in my heart and remember that when I was a boy and lived in Reggio Emilia, instead of loving mainstream music like everybody else – although I also listened to Nomadi, Equipe 84, Beatles, Rolling Stones – I loved Afro-American music by Otis Reading, Aretha Franklin, Ray Charles which wasn't that popular and instead more for the elite.

A black student from Memphis who studied at Bologna University but lived next door to me when I was 8-9 years old introduced me to the music of Otis Reading. He played Dock of the Bay by Otis and I always wonded how I fell in love with the blues at such a young age. I feel that I have always brought the blues inside with me.

I am from Reggio Emilia and I love my Emilia. When I was arranging the song *Partigiano Reggiano*, I loved the word play reminding the cheese Parmigiano Reggiano. In this song I talked about freedom, principles, ideologies. When my song *Senza una Donna* came out in Britain, people though that I was saying 'without Madonna'. Here's for some misunderstanding!

Black cat, for us Italians it brings misfortune, while for African Americans it is the opposite. There are people in Louisiana who told me that before going out in the morning they put a black cat bone in the pocket for good luck. I am not superstitious but I loved the sound of the work 'black cat'.

Q: You have collaborated with all the biggest and best music talents and bands in the world including lyrical singers like Pavarotti. Who else would you like to work with? A year ago I interviewed Paul Young, who is a big fan of yours. Will you ever get together again for a revival of *Senza Una Donna* sometime? **ZF:** Paul and I are very good family friends. When his wife Stacey was still alive we used to go on holiday together every year. They used to come to Tuscany with their daughters at least for a month at the time. When we are together we talk a lot about music but we also spend time as a family. Once they asked me to be the Godfather of their daughter Layla who is now a wonderful young lady. When she was a little girl she used to run around in my estate's park chasing little peacocks, chicks and ducks with my son Blue. There's a family bond with Paul that goes beyond music.

All my musical collaborations have never been planned. Things happen spontaneously in the music world. Sometimes you meet an artist with whom there's mutual respect and you decide to do something together but then it does not progress. But while you are writing a song, you remember that the specific voice or guitar of that artist would be perfect for your song, then I would call him/her. They would do the same with me. We would talk about it as and when needed. There has to be a good reason for a duet. It's not just to get the two voices together for the sake of it. The song has to improve a lot otherwise it would just be a vocal exercise.

On 8th July I will play at British Summertime festival in Hyde Park with Eric Clapton, Steve Winwood e Santana, with whom I have collaborated many times. I still remember when I met Eric Clapton... During the Oro, Incenso e Birra tour at the stadium in Agrigento, Eric used to have a flirt with Lory del Santo. They were in Sicily, Lory was my fan and brought Eric to my concert. At the end of the gig, they came to say hallo. Eric told me: 'Fantastic show! Great voice, great performance, great band, the world has to see this concert!' and then he asked me to become his support band for 12 dates at the Royal Albert Hall and for the whole area tour across Europe. It was in the 80s and the first time I was touring outside of Italy and found myself at the Royal Albert Hall for 12 nights. I received excellent reviews. The English

papers can be harsh if they want to. I remember a critic, in particular, who said: 'Amazing Eric Clapton as always, but I recommend you to go and see this Italian musician with a leathery voice'. After this success, came *Senza Una Donna* with Paul Young. These relationships are born spontaneously and not with big planning by the music producers.

Q: In the docufilm, one of your band members described the blues as music exchanged among humans. For you blues is everything. You have brought it to Italy and you have transformed it into a very special Italian blues from Emilia... How does blues integrate into your lifestyle and cuisine?

**ZF:** Blues is also a lifestyle. The first time I travelled to New Orleans to produce the album *Spirito Divino* or to Memphis for *Oro, Incenso e Birra*, I found many similarities between the Afro-American way of living their life and my own one. When from the plane I saw for the first time the Mississippi, the riverside, poplar trees and the wetlands I felt I was on the river Po where I grew up in Emilia (in Italy). Their main dish is fried catfish, an unusual dish which is also typical from Emilia only not everywhere in Italy. Catfish and eel are delicatessen from Emilia and South Veneto (two Northern regions in Italy).

If you ask a person in Napoli (in Southern Italy) whether he eats catfish, he would be surprised. In Louisiana I even found dark reddish river crabs. But it's also about the lifestyle, the countryside, the agriculture, the big families...

And I said to myself 'I am truly at home here in Louisiana'. Blues is also my lifestyle between the sacred and the profane like us people from Emilia where we have movie characters such as Don Camillo (a feisty priest) and Peppone (a Communist).

Q: You have never conformed to fashion trends. Quite the opposite, you have created your own style which is difficult to imitate and that transcends fashion trends. Where do you get the inspiration for your image? Where does the look of your big hats and the big coats come from?

ZF: The hat comes from my childhood when I used to watch my grandfather Roberto Fornaciari also known as Camella who was thin, tall, and walked with an authoritative pace. He wore a countryside-style top hat in a dark brown colour which was typical from Emilia. He also had a beard and a long coat like a bandit from Romagna called Passator Cortese. In my boy's eyes his big hat and beard made him very charismatic and he did not talk much either, which



gave the impression to be a wise man.

When I started playing in bands, I wanted to create a distinctive look, so I wore the top hat and the rest is history. Fans started calling me 'the man with the hat' or 'the singer with the hat' and these days, if I don't have my hat with me on stage, I would not feel myself.

Later I added on the long coat similar to the ones worn by the Far West gunmen like sheriffs. I feel comfortable and at ease in these clothes on stage. I never consulted a stylist or a look maker because I am a simple man. But I am very proud of one thing, in particular. When I presented *Miserere* in Bologna I wore colourful bell bottoms in the flower power Seventies style and the top hat, round glasses like in the film *Interview with the Vampire*, well before the movie was released. The day after that presentation, I received two telegrams which I still treasure: one from Versace and one from Armani. Both said more or less the same thing: 'Thank you for anticipating the fashion trend for next year'. This is for me a huge compliment!!

**Q**: The festival season is upon us in England. You will play at Hyde Park and Cornbury which are attended by lots of families with young kids. Why do you think they are so popular here and not in Italy which is a family country?

ZF: Several promoters have tried to introduce the festival culture in Italy but without much success. They are popular everywhere in Europe (not just in England but also Germany and Holland) with lots of people camping with kids. But not in Italy, maybe because Italians love being more comfortable and less adventurous. I would love for a week-long festival similar to Cornbury to be popular in Italy where people can be free. I loved the Woodstock festival and the spirit was incredible.



# your child's

How can you make a difference to your child's learning this summer? By Lorrae Jaderberg

Ah, the endless lazy days of summer! Our children's lives often seem to be timetabled from breakfast to bedtime during term time and it's great to have a change in routine, let them sleep in (if they ever will!), take a break from the schedule, and just relax. However, young brains still need stimulation and if you don't want them to slip backwards and lose the progress made over the previous academic year, you need to keep them thinking and doing during the long summer break.

Momentum and progress in your child's learning can be kept firmly alive over the summer, if you as parents can keep them engaged with the love of learning. Your child doesn't have to know they are learning, they just need help to stay curious about the world around them, about books, or about a favourite topic such as dinosaurs. Join your local library and make visits there a regular part of the holiday routine, go to the theatre or cinema, listen to audio books whilst travelling (ideally with your child reading along from the book) and read to each other every day. You could also practise maths concepts whilst having fun baking at home, such as using ratios to increase and decrease quantities of ingredients when baking for a different number of people than a recipe states.

Make sure you encourage your child's curiosity about their surroundings – discuss the natural environment, history, architecture, and the people you meet throughout the summer. Perhaps create a pin board where you can plan activities together, pinning up notes, leaflets or drawings of the things you would

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t relax.what they see and perhaps even borrow your mobile<br/>phone to record sounds or take photographs of the<br/>things that most fascinate them. A holiday journal<br/>ear, youear, youwill become a treasured record of family travels and<br/>outings, whilst keeping young brains active and<br/>enquiring.ing canIn addition, if your child has been struggling with<br/>any aspect of school work during the year, the<br/>ning.ning,<br/>gentle short-term tutoring. This could provide some<br/>worldIteracy or numeracy support during the summer and

help them gear up for a new school year. Boosting academic confidence alongside family fun will ensure a wonderful summer – and if your children are tired from their learning adventures, you may even get that lie-in after all!

like to do, such as trips to the beach or museums.

If you're travelling at all, in the UK or further afield,

encourage them to create a holiday journal or project book based on all you do and see. They can sketch

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# Inspirational mampreneur's testimonial



Hippychick. 20/09/2017.

### **Hippychick founder Julia Minchin** reveals her secret path to success

### **By Monica Costa**

Julia Minchin, founder of the family-friendly and award-winning company Hippychick told me how the business has made her the strong and capable mumpreneur she has become. She started the business at her kitchen table in Somerset and could never imagine how guickly her products would become indispensable for modern parents. In this candid interview she talks about how her first baby. Tom, who is now a young man, inspired her.

### Q: How did you get the idea for Hippychick?

JM: The seed was sown a few months after the birth of my first child, Tom. I was at home with an increasingly heavy Tom and I couldn't believe that there wasn't anything simple on the market that could help me carry him around on my hip. It just seemed so straightforward, to adapt something that emulated a hip, but that didn't require me to jut my hip out putting strain on my back and shoulders, and at the same time kept a hand free to get on with other stuff. A few months later the Hippychick Hipseat was born, the first product in our portfolio, thankfully before my second child Olly was born, because that's when it really came

into its own. It's still selling like hot cakes and is available across the globe, as far as Australia.

Q: Hippychick is a very cool name? Why did you choose it?

JM: Apart from the fact that it is the name of a song that came out in the early nineties, the name derived from the hipseat itself, our first product, a chick on the hip. As a name it also felt cool and carefree! Also, we had moved to Somerset and were living on the doorstep of the Glastonbury Festival. It had the right sort of vibe for where we were, who we were and where we wanted to be in the future.

### Q: As a mumpreneur, how do you achieve worklife balance?

JM: It's easier now that the kids are a bit older, but I am still a mum and want to be part of my children's lives. As a parent, I have always been flexible with my work hours. I might take a bit of time off here and there to be with the children, but I've always put in the hours, even if it means replying to emails at 11.00pm at night. I know that my eldest son

Tom's most abiding memory is the blue flash of the Dell lap tops on the kitchen table if he ever got out of bed and came to find us late at night!

### Q: After all your success over the years, what do you struggle with now?

JM: Targeting the new parenting market has always been, and continues to be, a challenge. The Hippychick life span is limited. Once a child has reached the age of 4, the game's over. So, an audience we've spent time and money cultivating has disappeared and we have to be continually working on bringing in a new one. It's a cycle and one we've perfected over the years through constant marketing and brand awareness campaigns.

Q: What advice would you give to young women who want to start their own business?

JM: The business in which we operate is a competitive one, so you obviously need a great product, you need to understand your market, research your offering and, most importantly, pitch your price right.



# IGGY PECK, ADA TWIST AND ROSIE REVERE ARE... THE QUESTIONEERS:

You may recognise them from their bestselling picture books: *Iggy Peck, Architect; Ada Twist, Scientist* and *Rosie Revere, Engineer* or from their project books: *Iggy Peck's Big Project Book for Stellar Scientists; Rosie Revere's Big Project Book for Stellar Scientists*. These beloved characters, created by Andrea Beaty and illustrated by David Roberts, will now be known as The Questioneers! And they'll be embarking on brand new adventures in a chapter book series featuring characters from the picture books and more yet to be introduced. 2018 is the Year of Engineering so, fittingly, the first in the new series, *Rosie Revere and the Raucous Riveters*, arrives in October 2018.

In Rosie Revere and the Raucous Riveters, Rosie's engineering spirit is as strong as ever! She is no stranger to flops and fails, kerfuffles and catastrophes. After all, she's an engineer and engineering is all about perseverance. But sometimes Rosie has a really important project to tackle—one that feels much bigger than herself. When Rosie's beloved Aunt Rose and her pals, the Raucous Riveters—a gaggle of funloving gals who built airplanes during World War II need her help, it's up to Rosie to save the day.

Curious? It's available to pre-order now, as is *The Questioneers Collection*, a boxed set of the picture books. You can now find all things Iggy, Rosie and Ada at Questioneers.com, along with new activities, resources and a series newsletter.

To find out more, visit yearofengineering.gov.uk.



Why? The Questioneers series is a celebration of STEM, perseverance and passion. Like the characters themselves, every budding architect, engineer, scientist, mathematician and leader will become inspired to think more critically about their world. Most importantly, they will learn that despite inevitable challenges, they should always continue to 'Read. Question. Think' – and never give up on their dreams.

The Questioneers series is created by Andrea Beaty and illustrated by David Roberts, published by Abrams Books for Young Readers (distributed by Abrams & Chronicle Books in the UK & Europe).

The Year of Engineering is a landmark campaign to transform perceptions of engineering among young people, parents and teachers – and to inspire the next generation of inventors and innovators.



# Late Summer and Autumn Food festivals in Tuscany for all the family

By London Mums' travel blogger Rita Kobrak

Tuscan food festivals showcase top seasonal foods with delicious tastings and family events in stunning locations throughout Tuscany. You are spoilt for choice with olive oil, mushroom, truffle chocolate, figs, chestnuts, wine festivals and even a squid festival!

### Here are some of my favourites!

Start off with the end of September Chianti grape wine festival in Impruneta, a town close to Florence. Wine lovers can taste the different wines at the various stalls while the kids enjoy historical processions with amazing costumes.

The food and wine festival in Certaldo 5-7th October gives you a taste of all things Tuscan from *ribbolita*, a delicious soup made from bread, beans and vegetables, all your left-overs basically) to boar sausages and various salamis and hams. Lots of entertainment for kids and competitions between cooks.

### 100 flavours – "cento gusti " at Anghiari 31st Oct to 2nd Nov 2018

The festival takes place in Anghiari, a medieval town with breathtaking views and the whole town is taken over by farmers and locals selling their produces from bread to honey, to local beer to cheeses and just about every Tuscan product you can imagine. Lots of free tastings and entertainment, music in the evenings and various family events in the main square.

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Close by is the **Chestnut Festival at Caprese Michelangelo**, where the famous artist was born. This takes place the last 2 weekends of October and is home to everything chestnut from the famous Mont Blanc desserts to chestnut flour for cakes. The first chestnuts were planted by the monks in medieval times and the chestnut fed the inhabitants saving them from starvation so the humble chestnut is a sacred food here. Great idea for a different half term break with flights to Perugia from Stansted.

### Where to stay

Villa Radicata, Caprese Michelangelo is a beautifully restored villa with private pool and plenty of games and toys for children. It has 5 bedrooms, 4 bathrooms, trampoline, outside pizza oven and stunning lake and hill views. www.holiday-villa-in-tuscany.com – Tel Rita 07785 571292 or email ritakobrak1@aol.com Babysitting, horse riding, pizza/pasta making lessons can be arranged.





### Penne with Salmon, Peas and Chilli Pesto

My family all love chilli and so this recipe, using Sacla' Fiery Chilli Pesto, is a real crowd pleaser. I like to use wholewheat pasta for that extra bit of nourishment and some chilli flakes for an extra bit of heat.

### Serves 4

400g/14oz wholewheat penne pasta 15g/½oz butter 1 tbsp olive oil 150g/5oz salmon, filleted and skinned Salt and pepper 200ml/7floz double cream ¼ jar Sacla' Fiery Chilli Pesto 1 tsp Dijon mustard 150g/5oz frozen peas A good squeeze of lemon juice 1 tbsp chopped parsley Chilli flakes to taste

Bring a large pan of water to a rolling boil. Add the pasta, return to the boil and cook for 8-10 minutes or until cooked to your liking. Drain the pasta but reserve 150ml/5floz of the cooking water to add to the pasta sauce if it becomes too thick.

While the pasta is cooking, warm up a frying pan on a medium to high heat. Add the butter and the olive oil, and when the butter is foaming place the salmon in the pan. Season with salt and pepper and allow to cook for 3 minutes until it is golden underneath, then turn over, and cook until golden on the other side. Remove from pan.

In the same pan, add the cream, Pesto and Dijon mustard and season with a little salt and pepper. Warm through, flake in the salmon and add the frozen peas. Cook for a minute until the peas are defrosted and hot. Taking care not to break up the salmon too much. Season with salt and pepper and a squeeze of lemon juice.

Combine the pasta and sauce over medium heat and stir gently, adding some pasta cooking water if it needs loosening. *Serve, garnished with chopped parsley and chilli flakes.* 

### Make it yours

La famiglia THE FAMILY BOOK

Experiment with other Pesto flavours, Coriander is a real winner!



### Chicken with Pesto Roasted Vegetable Couscous

Couscous is quick to prepare and fool proof. It offers endless possibilities so you can have great fun, creating your own masterpiece, using different combinations of vegetables and protein.

#### Serves 4

8 Chicken mini fillets 1 jar Sacla'Classic Basil Pesto 6 tbsp olive oil Salt and pepper 150g/5oz couscous 8 asparagus spears, chopped into 2 cm pieces 2 courgettes, cubed 250g/9oz small vine-ripened tomatoes 250g/9oz Ricotta Fresh chopped basil Preheat the oven to 200°C/fan oven 180°C.

Put the courgettes on a baking tray and drizzle with oil until coated. Put in the oven and roast for 20 minutes, then add the tomatoes and asparagus. Roast for another 10 minutes.

While the vegetables are cooking, season the chicken and fry with a little oil until the chicken is cooked through. Cook the couscous according to pack instructions and fluff up with a fork. Mix half of the Pesto with 2 tbsp of oil and stir through the couscous. Top the couscous with the roasted vegetables and dollop on the Ricotta and remaining Pesto. Serve, topped with the chicken fillets and scattered with basil.

#### Make it yours

For any vegetarians amongst you, swap the chicken with halloumi cheese and use Sacla' Free From Pesto.



# Transform family mealtimes with chef Rachel Allen and Sacla'

Sacla' have teamed up with chef and mum Rachel Allen to create some new Pesto recipes, especially for those important family moments around the table. Try these two, and visit sacla. co.uk/kids for more family recipe inspiration.

nmumsmaaazine.com



To win 1 of 50 copies of this pesto special recipe book visit the London Mums website / competition section.

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### Travel with Kids

# IBIZA SANTA EULALIA

By Monica Costa

I was recently invited by the Tourism Board of Ibiza Santa Eulalia to experience the Family Moments, an initiative aiming to bring more families to the quietest and possibly the most beautiful part of Ibiza that caters for people who want a relaxing holiday in contrast with the San Antonio area which is mainly designed for nightclubs' goers. The hospitality of Ibiza's people is special. I have often travelled to the Balearic Islands (Palma de Mallorca and Menorca) and Ibiza has definitely a very unique offering: from delicious food that mixes traditional with contemporary flavours to crystal clear waters, white beaches and architecture.

Santa Eulalia has created ad-hoc activities for children who like nature and for parents who want to enjoy the laid-back Ibiza's lifestyle. There's also a focus on getting stressed parents to chill out at magnificent and luxurious SPAs while children are looked after. Here are my top recommendations.

### **Flights**

Flights from London City to Ibiza are from £215 return with British Airways, including tax and one checked bag. www.britishairways.com

### Accommodation

### Hotel Club Cala Blanca/Hotel Club Cala Verde (part of the Invisa Es Figueral Resort)

If you want a resort created for families this is the ideal place. Premium room Superior for two adults and two children on a B&B basis for one night from €162. It has the best mini club I have ever seen with a pirates' ship in a giant pool that regularly throws buckets of water onto the swimmers. Priceless! www.invisahoteles.com



SANTA EULALIA

### Countryside Hotel Atzaró

ME Ibiza

A secluded exclusive retreat with a pampering spa experience that is so beautiful you would only see this in movies. You don't even need filters when you take pictures. This is one of Shakira's preferred getaway. Just saying... It only has 14 rooms and an oriental type of SPA. It is a guiet and romantic space designed for relaxation. Room for two adults and two children on a B&B basis for one night from €340 www.atzaro.com/

The ME Ibiza is where I was based for four days. I truly

felt at home and I had a stunning ocean view too. The

local boho (bohemian) vibes of the White Island. It is a

family-friendly beachside resort, nestled in a great looking

secluded bay in St Eulalia with a mini club and kids' pool.

A room for 2 adults and 2 children on a B&B basis for one

night starts from €2,156. www.melia.com/ME/Ibiza

concept for the décor of the hotel is inspired by the

### THINGS TO DO IN SANTA EULALIA

### E-bike tour

Organised by www.coyma-sunride.com departing from Es Figueral/Hotel Cala Blanca (from from 45€ for 2 hours of super fun around the coastline.

Walking tour Santa Eulalia, including the river route visitsantaeulalia.com

Swim at Santa Eulalia Beach. First smoke-free beach on the Balearic Islands.

Visit the legendary The Hippy market Punta Arabí In the tourist area Es Canar (Wednesdays) www.hippymarket.info

### Discover the Eco Finca Can Muson

Owner Maria Colomar is very welcoming and makes the most refreshing home-made organic fruit and veg juice in the world. Inside the farm there's a dream nurserv immersed in the green and attached to a ranch full of farm animals. ibizacanmuson.com/





### WHERE TO EAT

### **Restaurant ES CALIU**

The eatery where you can sample local produces and dishes from Ibiza. The huge tasting menu offers only home-made meals from 30-35€ www.escaliuibiza.com

### Restaurant El Naranio

The best kept secret in the town centre in Santa Eulalia. The Roast Suckling Pig and the beetroot juice are simply to die for.

elnaranio-restaurant.com

### Restaurant Celler Can Pere

Decorated with traditional farm tools where local people gather to eat with their families. They only use homegrown products including fresh local fish every day. www.cellercanpere.com

### **Restaurant Brisamar**

Serves a typical Tapas lunch on the beach of Es Canar www.brisamaribiza.com

# **URBAN FASHION**

### **NOTTING HILL PHOTO SHOOT**

By Monica Costa Photography by Aida Llanos



There's nothing better on a warm and sunny day than walking in Notting Hill with the most talented photographer in West London to do an urban fashion photo shoot. I never thought I would look good in urban fashion outfits with my hourglass figure but Aida Llanos made me feel really special and captured the best of me. She is my favourite photographer of all time: so talented, so creative and yet humble and kind.

I have been gifted amazing dresses that are flattering on my less-than-perfect figure. I could not wear everything and look good. I need to be selective and these outfits by *wantthattrend* and the *White stuff* enhance the best parts of my body while being really affordable.

### **Grey Marl Bardot Skater**

This Grey and Floral Print Skater Dress is gorgeous and not just suitable for a walk in Notting Hill but equally good for an elegant occasion with its Bardot Neckline like the Royal Wedding or even at a garden party. It is really soft and comfortable to wear with no fastenings. I recently wore it at my son's Communion. This dress is absolutely flattering for my hourglass figure and is also affordable from brand *Wantthattrend* at only £22.95 and is manufactured in the UK. Other accessories are mine including the vintage pearl necklace and the sparkly sandals.

Watch the video of the photo shoot in Notting Hill on the London Mums YouTube channel www.youtube.com/ Iondonmums



### Kala Dress by the White Stuff

2350

This Kala dress by the White Stuff is perfect for both work and weekends. I am wearing it here at Portobello Road market. It is soft, lightweight and has a pretty print designed in-house by the White Stuff. It finishes at the knee and has key hole detailing at the front for a little extra charm. It has big pockets at the front too. I absolutely love it. It costs £49.95 and is super value for money considering it will last forever.

I am wearing the Kala dress with a Metallic Grey Stella Top Handle Chain Bag with Matching Clutch priced at £29.95 by *Wantthattrend*.

The Ladies Silver Sparkle Pumps I am wearing with the Kala Dress are also by *Wantthattrend* and are priced at £19.95. They are full of glitter but sporty to combine glamour while being comfortable.





# **FEEL AMAZING**

### Marsha Navy Cut out Frill Bodycon

This navy Bodycon dress is more suitable for a party than a ceremony and is a really comfortable dress and despite contouring the body it enhances your best features rather than showing your weakest parts – my bum does not look too big in this flattering dress at all. The flaps on the sleeves and below the neck are so nice and make me feel happy. I have named this my happy dress. I will wear it again and again in future to feel good about myself. I loved this dress so much that I wore it during my recent press trip to Ibiza for a dinner at Atzaro'. It is available from *Wantthattrend* for £22.95.

### MUMBOSS AND HONEST MUM VICKI PSARIAS OPENS HER HEART TO LONDON MUMS By Monica Costa

Meet Vicki Psarias, author, blogger, vlogger, filmmaker, TV Director & founder of Honest Mum®. I would add force of nature to her CV. I don't know how she does it. If you don't know Vicki already, you should. She is an absolute inspiration. Her mummy blog HonestMum has literally become a web sensation. She is an award-winning TV director and has now written a book where she tells us all how to get through a traumatic birth to establishing a recognisable lifestyle brand that is now worth 6 figures. She is not just brilliant at everything she does but her best gualities are probably honesty and a huge passion for networking. Her love for her husband and her two boys are always in the public eye but with such grace and sweetness that feels so natural. All four of them are super stars actually. Her debut book Mumboss just released by Piatkus is so frank and a great example of how women should learn to love themselves more and shout about their success. Mumboss is also a very insightful manual about blogging, balancing work, passions and parenting. Vicki does not keep any secrets to herself and I love her for that. She is really unique and has star quality. She'll go far in life and I want to be one of the first to have figured that out!

Mumboss (I love the title, by the way) is Vicki's story but will appeal to a new generation of Digital Mums who aspire to be like her. Here's for an honest interview!

**Q**: What inspired you to write Mumboss which is so well written, pleasant and useful at the same time?

VP: Thanks so much Monica, I'm really touched you enjoyed Mumboss and found it useful. Writing a book has been a life-long dream of mine. I was writing stories from the age of 4 and I conceived the idea for a book empowering mums in this democratic digital landscape three years ago. Like everything though, you have to trust the timing of your life. The experiences I've garnered over the last few years in particular, whether that's been my own personal growth or working with global brands has meant sharing something at this point in my life and career, which will hopefully offer the greatest meaning and be of the most use to my readers. Hopefully it's both comprehensive and empowering.

**Q**: The book gives really good tips on how to monetise blogging. From all the tips in Mumboss which is your most important recommendation to wannabe successful mummy bloggers? The web seems quite crowded right now. Is there really a space for that still?

**VP:** The world wide web is HUGE and yes, absolutely there's enough room for us all. Your USP is you: your

voice so focus on writing authentically about what interests you. SEO (Search engine optimisation) means a like-minded audience will always find you.

### **Q**: What's the secret of your success? You've got it all Vicki... You have beauty, intelligence, personality and a great supporting family.

VP: That's so kind Monica, thank you, I am touched by your kind words. I think success is health and happiness first and foremost then doing what you love as that enriching passion seeps into every aspect of your life. It makes you feel alive. Once you find and do what excites you, everything else falls into place.

### **Q:** How difficult is it to get a book deal? What is that publishers look for in a mummy blogger before offering a book deal?

VP: I was originally approached by a well-known publisher on winning the BritMums Best of the Best award in 2016 then from there met with literary agents who set up meetings with various publishers. I clicked with my editor Jillian Young at Piatkus/ Little Brown from our first meeting and felt the same way about my new editor Anna Steadman who took over from Jillian when she went on maternity leave. Editors are investing in your voice, the way you see the world and what you have to offer the reader. They are constantly seeking out powerful storytellers.

# **Q**: What's the secret of your great bond with your husband? After kids, relationships usually tend to go cold but not yours.

VP: I think it's simple, we are best friends who fancy each other. Ha! We've been together since our early 20s and complement each other in every way. I bring the fire, he the water. I'm high energy, he's chilled but we are both creative and there's no one I'd rather collaborate with. I think the secret to any relationship is compassion and compromise and saying sorry when you messed up!

**Q**: You recently participated in a heated debate on ITV on why it is/isn't lazy parenting to pay for help. What's your personal experience with getting expert's support with parenting?

VP: I'm tired of the endless mumbashing. There is no shame in reaching out for help whether that's paying for someone to teach your kids ride a bike like I did or any other concerns you might have. It takes a village to raise a baby and a village to raise a mumboss.



The traditional sense of a village has fragmented for many so reaching out for help from experts or family and friends is the way forward. You don't have to be a martyr to be a good mum.

Q: You are really special Vicki but when you say in the book 'everything I've achieved is 100% attainable to all', you really tell it all but your energy and work ethic and total commitment are unique to you. How can average and less energetic mums get the support they need to 'turn passion into pounds' and become a bit more like Mumbosses like you?

VP: Aw no one is average, we all have something to offer, but I do have high energy levels (I take after my Dad in that respect) and I write very quickly and prolifically. I did however start my blog utterly broken after a traumatic birth but Honest Mum slowly helped me to build back my confidence and an accidental career was conceived in the process too. My advice is not to put too much pressure on yourself. Quality is king or queen as I like to say so find your groove and consistently share your art with the world whether that's daily, or twice weekly, simply keep at it and you'll soon find you can grow a loyal audience and business online.

# **Q**: What's in the pipeline for you Vicki? After so much success already, what else do you still dream of achieving?

VP: The big dream has always been to direct a feature film so who knows, maybe Mumboss the movie might happen one day. I wouldn't mind my own talk show too. Got to DREAM BIG hey!

MUMBOSS – The Honest Mum's Guide to Surviving and Thriving at Work and at Home by Vicki Psarias is available on Amazon as a Paperback and in all good bookshops for £13.99



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> Martin Grossman is behind most of the most popular toys of the last two decades. We thought we'd take a look at the man responsible for creating pester power in our kids

H. Grossman Ltd have been around for over 70 years, starting as a fancy goods company in Glasgow and growing to be the biggest toy company in Scotland, renowned for their ability to pick products with a mass market appeal.

Over the years Martin has picked up awards galore, including those awarded by the Toy Retailers Association and the British Toy and Hobby Association for his products. These are added to the myriad of awards from magazines and retailers over the years. In 1999, Alien Eggs were all over the media and selling fast - he won Craze of the Year from the TRA for these collectable aliens encased in slime which was in turn encased in a plastic egg. Pocket money prices meant that children were choosing the toys and not the parents - this has very often been the driving force behind Grossman's most successful lines. 'The children choose to buy, because the things we sell are fun, or messy or a bit naughty, they are affordable and they are fun' he says.

To date Alien Eggs in their 80 various incarnations have sold over 17 million. They won Craze of the Year again in 2004 but Martin disputes the word 'craze' for this line. 'A craze is a time limited item' he says, 'It lasts a season or a year, Alien Eggs has lasted nearly twenty years and still sells phenomenally well, it's no craze'.

In 2001 it was Pogo sticks that won the awards and the sight of Martin pogoing on the lunchtime news prompted an irate call from his wife Eli to his PR, Julie Pittilla to 'get him off that thing before he has a heart attack!'

In 2005 Martin tied the trade in knots with Skoobies, the fashion string craze and two years later it was another outdoor product the Flashing Storm Scooter that won the best Outdoor Toy. Then in 2014 it was Loom Bands. They were everywhere and Grossmans were driving the craze forwards with record attempts, social media mayhem and wall to wall publicity.

By toy expert and PR consultant Julie Pittilla

The Toy King

In addition to these high-profile winners, there has been many pocket money lines that continue to sell well including the ever popular Fizz Pods, and the new Grow Eggs which grow either an alien, a dinosaur or a unicorn over seven days. In outdoor the £9.99 Nebulus Scooter and the multi award winning My First Scooter continue to sell consistently well year after year.

2017 was all about fidget spinners and Grossmans were all over that craze too... He also had his usual sixth sense about slime and putty and was quick to pick up on the Unicorn passion. His tubs of Unicorn Poo have been bought by hundreds of thousands of happy children.

So how does he pick the best sellers from the myriad of products available 'Getting the right product is obvious, but it's getting the right product at the right time that is the key. Also getting out of that product at the right time and always having an eye for the next thing.'

How does he know what will sell? When asked he jokes 'If I told you that I'd have to kill you!' So what is his prediction for the summer?



Lots of slime and putty we have over 60 types including volcano putty, frog spawn slime, slime that changes colour,

glittery unicorn gel, multi coloured twist slime, glitter and chameleon putty, fairies, princesses, mermaids and unicorns and, of course, that guaranteed best seller - Toilet noise putty!

Watch out for Unicorn Squidgies too, Martin predicts they will be the toy of choice in the coming months!

Mi-Mic

soon – the new X Factor Mi-Mic bringing a spot of stardom to your karaoke! RRP from £19.99 upwards www.amazon.co.uk



This Summer Grossmans are bringing in a great new fashion winner: the brand new Twist and Coil ring bracelet. A range of looping spherical strands that lie flat in the packing and uncoil onto the arm. At 99p each and a number of fantastic colours and designs these will fly out this summer. RRP from £2.99 www.amazon.co.uk

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#### The New iCandy Peach

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www.icandyworld.com

Help protect your pre-teens' vulnerable teeth with new Aquafresh Advance 9-12 75ml Aquafresh Advance aims to help kids transition between junior and adult paste. RRP from £2.00 Available from Boots

Pretty things

Beautiful Gifts and Summer travel essentials for mums and children

budd



Frustrated nothing on the market would make her heels fit comfortably, Laura Birrell, founder of Sticky Heelz, came up with her own solution. Sticky Heelz anti-slip heel pads have a shoe pad and a heel pad that connect to physically stop shoes slipping off feet whilst also reducing rubbing and blistering. The Teardrop pads reduce discomfort at the ball of the foot, especially when walking, standing or dancing for periods of time. Now ladies can love their shoes again! www.stickyheelz for further details and demo videos.

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