

Cashmirino, a children's clothing brand from London and Milan, launches a Covid-19 blog campaign to entertain and educate children while at home in quarantine.

Friday 1 May, 2020

#StayhomewithCashmirino. The Cashmirino blog campaign proposes fun entertaining games and activities, educational original challenges, DIY craft videos, important safety rules, healthy recipes and games to play while washing hands, for children and parents, who are suffering from confusion, solitude, anxiety and sadness during the Covid-19 lockdown.

At Cashmirino, we have been taking time to reflect and asked ourselves how we could be of more help to the children that inspire us every day and are now being kept in their homes, some scared, sad and bored. We want to help to bring a bit of happiness to as many children as we can during the lockdown.

The Cashmirino blog campaign aims to help children and their parents, who are suffering and feeling frustrated, by offering fun games and activities for them to do at home. The blog offers: little stories that help children understand and learn the important safety rules to protect them from covid19; healthy recipes for the little ones at home; fun educational challenges with mind triathlons; and ideas and games to motivate children to wash their hands for those long 20 seconds.

The Cashmirino mother bear created a fun mental triathlon, to motive kids to exercise and train their minds while in lockdown. The blog also has games like "Spot the Difference", how to learn Spanish while dancing, and games like animal guessing, Toothpick and the Temperature game.

We also have a DIY craft corner with video step-by-step guides with Sofi and her friend Stefi, where they help you to make 3D cards, paper rainbows, animals and boats. There are also colouring printable worksheets and much more. You can also join them with fun quizzes at the end of their videos.

We have vegetable and dessert recipes from Grandma bear, who has recently come home due to the lockdown so she could be with her family. Grandma is helping by keeping them fit and strong, sharing some of her vegetable recipes adored by her grandchildren, who do not usually like the taste of vegetables.

Each icon on the Blog offers activities, which are updated regularly, so you need to check back daily! Each Cashmirino bear family member is putting in all their love and creativity to bring a bit of joy to all of their little human friends!

Cashmirino is a children's brand born in Milan, with strong ethical values. We dress children from new-borns up to 12 years. We are not producers of "fashion". We create timeless, unique pieces using only the finest quality, breathable 100% natural fibres.

The Cashmirino philosophy is based on the principle that *children should be children*. Their innocence is something to preserve and cherish. More importantly, children should love the clothes they wear – they should experience the comfort of being wrapped in the finest cashmere sourced from Inner Mongolia, and the softest Pima cotton from Peru.

Every Cashmirino outfit has a story. Every piece is unique, carefully refined by skilled teams of artisans around the world, using intricate, traditional techniques such as hand-embroidery, applique and smocking – always 100% natural, crafted with love and passion.

We are writing to ask you if it would be possible for you to help us to spread this initiative and write about what we are doing, as our aim is to reach as many children as possible, with our Cashmirino bear family.

<https://www.cashmirino.com/blogs/news>

Thank you so much and keep safe,

Maria Busquets, CEO Cashmirino

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