

Free State's first standalone Checkers Little Me baby store opens in Bloemfontein

Bloemfontein parents can now shop the best local and international baby brands at the Free State's first standalone [Checkers Little Me](#) store which opened at the [Mimosa Mall](#) this week.

It is the retailer's seventh standalone Little Me store and offers parents an extensive range of baby and toddler products all under one roof. From essentials such as nappies to big ticket items like car seats and strollers, Little Me has it all, including specialist in-store employees to help customers make the best choices for their little ones.

Some of the brands available at Checkers Little Me include:

- The [MiYu](#) range of affordable maternity wear, designed and manufactured by small supplier Cherry Melon;
- [Stokke](#) bay furniture;
- [Noola](#) baby travel systems;
- [Ree Collective's](#) locally-designed diaper bags; bedding; bibs; dummy clips; changing mats and more;
- [Doona](#) car seats and strollers;
- [Umatie](#) baby and toddler food.

Baby registry made easy

To make baby-shower gifting a little easier, customers can now create a baby registry on [Checkers.co.za/littleme](https://checkers.co.za/littleme) to make a wish list of products for their baby's growing needs. In just three steps, parents-to-be can register, add products to their wish list, and share it with family and friends.

In addition to the standalone Checkers Little Me stores, there are also dedicated Little Me's located inside various Checkers Hyper supermarkets nationwide.

ENDS

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