

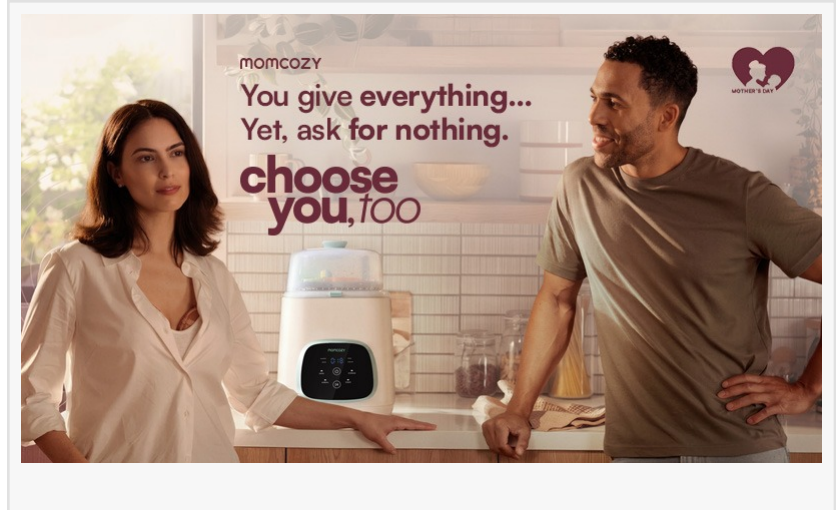
Momcozy's 'Choose You Too' Begins this 2026

SINGAPORE, May 7, 2026

/EINPresswire.com/ -- This Mother's Day, Momcozy isn't asking the usual question.

Not what should we get mum?

But something that tends to sit quietly underneath everything else: when was the last time she chose something for herself, and didn't feel the need to explain it?



Because most mothers don't move through the day with themselves at the centre of it. There's a rhythm that takes over early on, one where needs are anticipated before they're spoken, where time is measured in what's left to do, and where putting yourself aside stops feeling like a decision and starts feeling like the way things are.

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Ellen Zhou

"Choose You Too" doesn't try to interrupt that reality with grand ideas. It stays with it. With the in-between moments that rarely get noticed; the shortened pauses, the mental lists that keep running, the quiet habit of moving on before you've had a second to sit still.

There's no neat turning point here. Most mothers will tell you it doesn't happen that way. You don't suddenly arrive at balance. You adjust, you absorb, you keep going. And

even now, when we speak more openly about support, the texture of daily life hasn't shifted as much as we might like to think.

What has started to change is something more understated.

It shows up in small recalibrations. Choosing what is sustainable over what is expected. Letting something be simpler. Allowing a bit of ease into routines that used to rely on endurance. Not because everything else disappears, but because it doesn't have to come at your own expense every single time.

As Ellen Zhou, Momcozy's APAC Marketing Director, puts it, "For a lot of mothers, the hardest part isn't doing more. It's realising they're allowed to need something too. Not after everything is done, not when there's finally time, but in the middle of it all - without guilt, without negotiation."

On their own, these shifts are almost invisible. But over time, they change the weight of a day. Not dramatically, but enough to be felt.

This is where Momcozy hopes "[Choose You Too](#)" finds its place. Not as a statement to be declared, but as something quieter, more lasting. A reminder that support doesn't have to wait until everything else is finished. It can be part of the way things are done.

So rather than centring on a single gesture this Mother' Day, the conversation moves towards something more enduring: choices that fit into everyday life, and make it a little more liveable, a little more sustainable.

Because sometimes, that's what choosing yourself looks like.

Listen to the raw truth from real moms at: <https://youtube.com/chooseyoutoo> or find out more on Momcozy's official website: <https://sea.momcozy.com>, and discover various promotions on Momcozy's official e-commerce platforms: Shopee, Lazada, TikTok Shop and selected retail outlets.

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