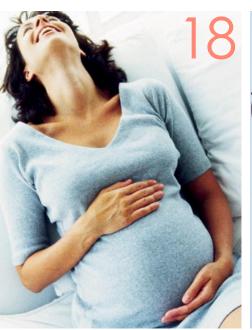


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Can I really wear that?



## Welcome to the

premiere issue of Showing! Not just another electronic newsletter, Showing is a real magazine you can read online — where newsstand glossy form meets the Internet's functionality. See a dress or swimsuit you simply must have? No need to comb the malls when there is a better way: Just point and click for no-hassle shopping!

Showing is all about the fun side of pregnancy! In just a few years, the pregnant profile has gone from frump to high fashion. As a matter of fact, pregnancy is downright sexy — as it should be! In the pages of Showing, we assemble the movers and shakers of the maternity fashion world, asking them to share tips and trends, their favorite fashions and best advice.

And a special interview for you, too, with Leslie Zemeckis, the truly charming wife of one our favorite directors/producers/writers, Robert Zemeckis. (Back to the Future III, Forrest Gump and Cast Away are three of our all-time favorite movies.)

Have fun, and we hope you enjoy Showing (and we mean that in more ways than one)! Let us know what you think — email us anytime at feedback@pregnancyfashion.com.

#### - Nancy & Betsy

P.S. Tell your friends about Showing!



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Visit us online at www.PregnancyFashion.com

# MAKES SENSE



Rachel Gurevich, Showing's assistant editor and the author of The Doula Advantage: Your Complete Guide to Having a Shorter, Healthier, and More Comfortable Birth With the Help of a Professional Childbirth Assistant (Prima) tells us why doulas are so popular, especially with celebrities.

Pregnancy and birth are no longer looked upon as embarrassing or burdensome life cycles. Entire television series are dedicated to bring live childbirth into people's living rooms! People are finally recognizing that the pregnant body can be sexy. Just look at the awesome styles and maternity fashions that are out there now — it's not

just tents and jumpers with pastel plaid prints.

Why are doulas so hot in Hollywood? Having children in Tinseltown used to be looked down upon, but now, it seems to have regained acceptance — and even respect. But if the stars plan on having children, they certainly are going to do it with style. Therefore, a doula is a must-have!

Childbirth is a spiritual experience, a time of strength, and a doula's main objective is to help empower the mother and family, to help them experience the awe of childbirth. Hollywood stars certainly recognize this. They want the ultimate experience.

## expert advice

THE QUESTION: "Is there any exercise I can do to avoid varicose or spider veins in my legs?"

The expert answers: "Varicose veins are hereditary and may or may not be completely avoidable, but they can be minimized by exercise. Any exercise suitable for pregnancy that moves your legs and keeps the circulation and blood flowing in your leas keeps your veins in better shape. This reduces your chances of collapsing veins (varicosities). Supported squats and lunges are excellent, side stepping with a resistive band around your ankles, leg lifts (standing or side lying) and, of course, anything cardiovascular: walking, cycling, swimming, etc. However, do avoid calf raises, as they may cause leg cramps." — Certified prenatal fitness instructor Birgitta Lauren of Expecting Fitness, Beverly Hills (Visit her site at [www.ExpectingFitness.com] for your pregnancy fitness equipment needs!)

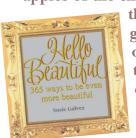
#### DID YOU KNOW:

Ricki Lake had two doulas at her home water birth, and rumors say she wants to become a doula at some point.

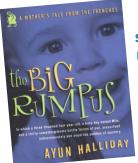
SLIM TIP Have you gained pregnancy

weight in your face? Here are

some slimming makeup tips for you! "Show off your assets! If you have beautiful eyes, emphasize them. Great lips? Choose a show-off color. Keep blush on the apples of the cheeks and blend upward toward



the temple - don't let the blush go below the bottom of the nose or past the center of the iris on the eyes." — Susie Galvez, spa owner and author of the new book. Hello Beautiful: 365 Ways to Be Even *More Beautiful* (MQ Publications)



adult life. whole strangers have beamed at my slightly protuberant belly, inquiring how many months along I am. When I really was pregnant, it was a thrill to stomp around the East Village. my legs supported in Doc Martens,

my giant abdomen hiking a slinky black mini dress' hemline to the outermost limits of decency. There was a man who lived under the Manhattan Bridge who made his money sweeping out the bars of the Lower East Side. Every time he saw me, he pointed his broom and thundered, 'A big tree's gonna fall, mama! A big tree's gonna fall.' He disappeared around the time of Inky's birth. I keep hoping he'll turn up one day so I can show him what happened when the big tree fell."

— Ayun Halliday, also author of The Big Rumpus: A Mother's Tale from the Trenches (Seal Press)



## **Baby clothes** that are FUN for adults, too!



Wry Baby offers high-quality cotton snapsuits and accessories printed with colorful, funny designs that poke more than a little fun at parenting, babies and the



cluelessness that comes with a new infant. Snapsuits proudly display across baby's little chest slogans such as "I might barf," "I can't read," and "I'm not a boy." The baby care instructions line offers helpful — and hilarious — illustrated "tips" on a variety of parenting tasks.

Wry Baby [www.WryBaby.com] is the brainchild of David and Kelly Sopp, San Francisco advertising creatives and rookie parents themselves. Disappointed with the sea of pink and blue (and bleary eyed from baby all-nighters), they decided to bring some tongue-in-cheek relief to

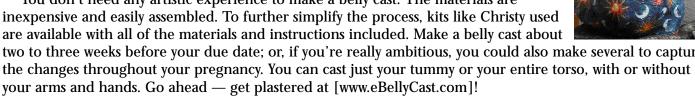
fellow parents. "Being a new parent is rough," says Kelly. "Between the sleep deprivation and not knowing what you're doing, you need something to remind yourself to keep your sense of humor."

## Casting call

When Christy Thompson from Middletown, Ohio, got pregnant for the third time, she wanted to do something special to memorialize her last pregnancy. So one of the first things she did when she got pregnant was order a kit to make a belly cast. "I planned for my hands to be resting on my belly in that classic stance of a pregnant mom feeling her baby move. It's beautiful; it turned out as perfect as the baby who inspired it!"

You don't need any artistic experience to make a belly cast. The materials are inexpensive and easily assembled. To further simplify the process, kits like Christy used are available with all of the materials and instructions included. Make a belly cast about

two to three weeks before your due date; or, if you're really ambitious, you could also make several to capture the changes throughout your pregnancy. You can cast just your tummy or your entire torso, with or without



#### Vitamins that taste good — REALLY!

It won't replace your daily new Aquafina Essentials line of fruit-flavored, vitadrinks (available in Pepsi

coolers and other retail outlets throughout the United States) is a significant source of some vitamins and minerals. Health benefits aside, this beverage comes in four refreshing flavors with no artificial sweeteners and only 40 to 50 calories per eight-ounce

- \* B-POWER: Wild berry flavor with B3, B6, B12 & pantothenic acid
- \* CALCIUM +: Tangerine-pineapple flavor with calcium & folic acid
- \* DAILY C: Citrus-flavored blend with 100% RDA of Vitamin C
- \* MULTI-V: Watermelon flavor with B3, B6, B12, pantothenic acid, and Vitamins C & E

#### STYLE FIND: MAMA SPAN

Mama Spanx pantyhose were "created for pregnant women who refuse to surrender to visible panty lines and closed-toed shoes." Offering extra belly support, comfortable back support, a soft waistband and an adjustable lea band that can be placed anywhere between the knee and ankle, these maternity hose arow with you during pregnancy — and stay comfy! Says creator Sara Blakely, "The only thing Mama Spanx doesn't provide is a flat tummy." They come in four sizes in nude, spice and black. Pick up yours for about \$28 per pair at SPANX [www.spanx.com], call toll free

1.877.99.SPANX. or

drop by Nordstrom or Bloomingdale's.

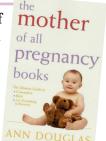




"Sometimes I think this 'pregnancy perfectionism' thing is getting out of hand. Women are feeling such pressure to do everything perfectly from conception through delivery day and beyond. They feel like they'll be

## Life ain't perfect of the Year if they happen to take the 'wrong' brand of

blowing their shot at Mother prenatal vitamins, sign up



for the 'wrong' childbirth classes, or subscribe to the 'wrong' birthing philosophy. The pressure can be pretty relentless. I think we need to remind ourselves that pregnancy is supposed to be a joyous time and to celebrate it for the truly life-altering, mind-, body-, and soul-changing experience that it is. Truly 'the mother load.'" — Ann Douglas, author of The Mother of all Pregnancy Books

#### Sheryl Fernandez of Bellies and Bubbles Maternity in Philadelphia gave us five fast fashion facts!

#### When do most women start looking for maternity clothing?

People normally don't begin to shop until they are frustrated with the way their normal clothes are fitting.

#### So the problem is...?

Well, they're aggravated, so then they don't buy smart! I think you should start to shop around at three to four months so you have an idea of what's out there and what you like, and then buy when you're around four to five months.

How can you be sure the clothing will last your whole term?

Most maternity stores have belly forms to try with the clothes so you can get an idea of how the clothes will fit throughout the pregnancy.

#### What's your favorite style tip?

The number one hip fashion maternity rule: If it looks like maternity wear, leave it alone!

#### Any other hints?

Blouses can be tricky because they can appear to be more maternity-like than anythina. Go for a stylish stretchy maternity blouse that looks great with anythina — jeans, skirts, suits, et cetera.

### Pregnancy health, baby names, parenting and more

We know there's a lot more to pregnancy than just looking good! That's why we started our Pregnancy & Baby site, online at [www.PregnancyAndBaby.com]. From TTC (trying to conceive) to age three, at P&B, you'll find hundreds of articles about prenatal health, baby names, infant care, celebrity spotlights and much more. And hey — don't miss our

busy message boards and blogs (online diaries), too! We're open 24/7, just for vou. Visit us soon!



Long gone are the days when an expectant mama had to make do with just any old skincare solutions! Now there are several product lines just for pregnancy — among them Selph, Belli, Bella Mama and Mustela. Here are some of our picks from their collections!

# soothing skincare treats

#### Selph Heavenly Heels Foot Bath

A therapeutic foaming foot bath, which cleanses and refreshes tired, puffy feet and ankles. Epsom salts and sea salts are incorporated to help soothe feet and reduce puffiness and water retention commonly associated with pregnancy. Heavenly Heels Foot Bath also contains aloe and lavender extracts to enhance and promote well-being.

SITZ BATH

[2-



#### **Mustela Stretch Marks Intensive Action**

With Alpha Hydroxy Acid moisturizers to help preserve the elasticity of the skin and silicum and vitamin B5 to support fibers affected by tissue distension, this refreshing gel can make a noticeable difference in the size, color, and depth of stretch marks.

#### Bella Mama Healing Herbal Sitz Bath

An easy-to-use liquid bath concentrate to use after birth to comfort and soothe sore, swollen tissues with a restorative blend of pure plant extracts.



Heavenly Heels

#### Belli Anti-Chloasma Facial Sunscreen SPF 25

The combination of pregnancy hormones and sun exposure can over-stimulate pigment producing cells, creating dark brown splotchy areas on the face known as Chloasma. This is a lightweight broad spectrum tinted facial sunblock that provides special protection against UVA rays, UVB rays and environmental pollutants. It can be worn alone or under makeup and is oil-free for all skin types.

When it comes to choosing skincare products when you're expecting, Una Cassidy, the creator and founder of Selph [www.myselph.com], tells us, "Overall, I would recommend that during pregnancy that you keep your skincare routine simple, avoiding products with perfume, color and other additives, as a lot of women experience sensitivity." She also recommends avoiding any products with Vitamin A, hydroquinine or glycolic acid. "Above all, I would suggest the use of sunscreen every day to prevent melasma, also known as the 'mask of pregnancy.'

## BABIES ON THE WAY Celebrating celebrities include...

SHE'S EXPECTING	WITH	CHILD #	DUE IN
Jamie O'Neal (singer)	Rodney Good	1	June
Rhea Durham	Mark Wahlberg	1	July
Leslie Harter Zemeckis	Robert Zemeckis (Back to the Future)	1	July
Marion Jones (sprinter)	Tim Montgomery	1	July
Deborah Cox (singer)	Lascelles Stephens	1	July
Ms Dynamite (singer)	Dwayne Seaforth	1	July
Jennifer Connelly	Paul Bettany	1	August
Nichole Nordeman (singer)	Errol Ingram	1	August
Lucia Lin (violinist)	Keith Lockhart (Boston Pops)	1	Summer
Countess Vaughn (The Parkers)	Joseph Jame	1	Summer
Liza Powell O'Brien	Conan O'Brien	1	Summer
Crystal Chappell	Michael Sabatino	2	September
Melissa Stark (Monday Night Football)	Mike Lilley	1	September
Tracie Rose Robinson	Scott Hamilton	1	September
Angelica Bridges	Sheldon Souray	1	September
Molly Price (Third Watch)	Derek Kelly	1	Fall
Dayanara Torres	Marc Anthony (singer)	2	Fall
Reese Witherspoon	Ryan Phillippe	2	Fall
Heather Mills McCartney	Paul McCartney	1	Fall
Kim Bordenave	Colin Farrell	1	Fall
Jill Hennessy (Crossing Jordan)	Paolo Mastropietro	1	October
Shanna Moakler (The Wedding Singer)	Travis Barker (Blink 182)	1	October
Toby Poser	John Adams	2	October
Catherine Martin	Baz Luhrmann (Moulin Rouge producer)	1	October
Carrie-Anne Moss (Matrix)	Steven Roy	1	October
Angie Harmon (Law & Order)	Jason Sehorn	1	October
Steffi Graf	Andre Agassi	2	November

Of all the very cool celeb babies on the way into this world, we have to give a special cheer for the fact that some of the most awesome musical DNA is now being passed onto another generation! Former Beatle Paul



McCartney (60) and Heather Mills McCartney (34) are expecting their first child together late this year. It's his fourth and her first. The two said in a statement, "We are delighted with this happy news." What makes the news even more amazing is that Heather has had uterine cancer and two ectopic pregnancies. Showing sends congratulations to the ecstatic couple!

## **★star** sighting

All moms-to-be sometimes feel a little camera-shy, even celebrity mom Brooke Shields! While picking up a few items at Naissance on Melrose (NOM) in Los Angeles, this Suddenly Susan beauty was being stalked by paparazzi who were waiting outside. NOM owner Jennifer Noonan tells us that one of her quick-thinking staffers played decoy by driving Brooke's car around the block, while the real

> Brooke slipped out the back door with her sexy duds! Brooke and her husband, Chris Henchy, welcomed their daughter Rowan Francis on May 15.

### What colors are "in" this season?

We went right to the experts — the divas behind more than ten different maternity companies — to find out what they had to say. Their answers were surprisingly similar.

"The hottest color this

summer: PINK! PINK!

Which of course is one of my favorites.

Pink is flattering on

any skin tone. It is also a hot color often

chosen to wear for baby showers and

**Daulton of Nicole** 

**Michelle Maternity** 

weddings." — Nicole

and more PINK!

It looks like everything's coming up roses this summer!

The perfect color this spring and summer is pink. Pastel pink. Why? First of all, pink is really, really pretty. Second, it goes to black, neutral, white and denim perfectly. Third, it looks good on all skin types. And finally, pink is in. Pink is retro. Pink is sixties. Pink is Pucci, Chanel and Ralph Lauren too. Pink will perk up your wardrobe and make you happy." — Rebecca Matthias of Motherhood Maternity, A Pea in the Pod and Mimi Maternity

🗱 "This season, we are excited about bright colors: Pink, kelly green, turquoise and coral are all great colors for summer. We show these colors in tube tops, tee shirts, bathing suits,

and dresses. In addition, both red and white are great colors for pants." — Jennifer Strom Simonte, owner of Belly Dance Maternity

"Everything that's light and bright is in. Olian's Tie-back **Multi-colored dress** is this summer's must-have, and it embraces a whole lotta color. It is perfect for the entire summer!" — Suzanne Mitchell of Baby Mabel's

🕷 "My personal faves go in two directions: soft, easy pastels — not the sickly kind, but the toned-down version of really hot hues, stuff that looks good on paler skin or on, to use the '80s 'have you had your colors done?' parlance: summers and springs. The other is stronger, hotter colors, especially on top, near the face, because that's where you want to draw people's attention." — Roxanne Beckford Hoge of One Hot Mama >>



"All kinds of pinks — especially hot pink — and white. These colors can be ultra feminine or sleek and sophisticated, depending upon your unique style." — Elizabeth Harris of **Elizabeth Harris Maternity** 

# "The hottest colors for summer are pink — any pink from pastel to vibrant tones, and of course white, because it always looks crisp and keeps you cool." — Shannon DiPadova of Due

# "Following the trend towards tropical shades, our most popular colours this summer have been coral and sky blue pieces. The Minnow woman loves to look fresh and show off her new figure what better way to do it than in a punch-y shade!" — Yvonne O'Hara and Sue Tarr Timmins of Minnow Maternity





Leslie Zemeckis is going to be a mother twice this year — both times thanks to her husband. Robert. First, she got to practice by mothering Tom Hanks in The Polar Express, a film her hubby is directing. And then this summer, she'll get to experience motherhood for real when she gives birth to her first child — a boy.

BY NANCY J PRICE



#### She's a Starr

So who is Leslie? She's a beautiful thirtysomething writer, actress and model. To top all that off, she just finished a one-woman stage show called *Starr* (which she's now developing for HBO), in which she sings and dances in a story about a mistress. "It's very funny, tongue in cheek," she says. In fact, Carrie Fisher (*Star Wars*' Princess Leia, *Postcards from the Edge* and a lot more) is working on the script for the pilot. Leslie also is shopping around a book she wrote, a fictionalized account of the six months she spent modeling in Japan. "It was wild...a completely different culture," she says.

soon — the second month," says Leslie. She didn't make a big drama out of the positive home pregnancy test, however. "I remember sitting down at the table making a reference to it. He was like, 'What?' I think it took him a minute!"

#### What lies beneath? Baby!

Since they were just about to go to London for their first anniversary, they didn't want to

wait to be sure that she really was pregnant. The couple immediately went to the doctor, who performed an ultrasound and confirmed the

until

## "I didn't care about being married in and of itself until I met him," Leslie says of her husband Robert Zemeckis.

As if her baby's gene pool weren't already blessed enough, daddy is Robert Zemeckis, the Academy Award-winning creative genius behind films such as *Back to the Future, Forrest Gump, Contact, What Lies Beneath* and *Cast Away*.

Leslie met Robert "at an artists' rights foundation charity event about six years ago," she says. They have been married since December 2001, when the twosome eloped in Venice. This is his second marriage and her first. "I didn't care about being married in and of itself until I met him," Leslie smiles.

"We had been planning this pregnancy, but I didn't think I was pregnant because it was so news. "It was kind of fun to see the baby so early," she says. "Everybody's just been really excited for us, which is so sweet."

Due this July, Leslie says her pregnancy has been good so far. "I had the normal first four months of feeling sick — but I didn't throw up." That doesn't mean these months have been easy for her, however. "I have been very congested; I have actually had my nose cauterized six times," she says. That has meant a few trips to the emergency room to stop her terrible nosebleeds. But she's not complaining. "A swollen nose and being congested all the time are really the main things — knock on >>

wood — so far." Otherwise, she says, "My skin has gotten dry. It's much drier than normal, but I haven't broken out. No mask of pregnancy either, though I'm faithfully putting on a high dose of sunscreen every day and using a thick moisturizer."

#### Pregnancy becomes her

Without a doubt, pregnancy agrees with Leslie. She's healthy, happy, looks great — and already wants to do it all over again! Leslie dishes, "I want one or two more — ideally, three. I want my little girl!" And how does a Hollywood actress feel about making it big in the physical sense? "I'm surprised that I like it! I like that I'm growing a belly."

As for staying fit, Leslie is on track but not obsessive. "I work out with a trainer — Pilates and yoga when I'm in LA. We just heated up the pool, and I go swimming about four times a week," she says. "It's funny to see how the capacity to work out has been diminished. I don't want to kill myself trying; I just want to feel good."

Whatever she's doing, it must be working; this girl's got the glow. "I hear that all the time," she laughs, "but I don't think I do at all!" She is happy to bare her bump, though. "I'm definitely showing my belly! I don't want to be in a muumuu covering everything up."

What else she likes: The wide range of maternity fashions currently available! ">>

### MOM'S FIRST SHOPPING SPREE

The first thing Leslie Zemeckis bought for her baby was an outfit from Baby CZ online. We talked to Baby CZ's founder, designer Carolina Zapf, about her very special clothing.

"I discovered a real void in clean-looking baby clothes with beautiful subtle detailing upon my daughter's birth," says Zapf. "Coming out of 13 years of designing women's clothes, I decided to start my own company." Her luxurious and modern clothing line is sold at retailers such as Neiman Marcus, Barney's and Best & Co, and online at [www.babycz.com]. "We pride ourselves on beautiful gift wrappings, using our signature embroidered cotton bags and crispy white boxes." And while the company does a lot of gift business, Zapf says, "A lot of mothers shop at our store for their own babies."

**Baby CZ Patch-pocket** Sports Jacket with Striped Cotton Short \$111.00

I love that there are all these clothes and you can look great...They have the best styles now," Leslie raves. "I'm wearing a mix of pregnancy clothes including a lot of Pea in the Pod — and I happened to find a store in Los Angeles with stretch elastic skirts. I'm still in jeans, little dresses and little tops." She says she's wearing a lot of nonmaternity clothes, too: "Cargo pants and low-rider pants, jeans — everything."

In fact, she loves the looks so much, she's even been doing some modeling during her pregnancy, through the Los Angeles arm of the Expecting Models agency. "[Maternity modeling] seems more fun than regular modeling," says Leslie. "I can say to the baby, 'Oh look, there's you before you were born!"

#### Full steam ahead on the mommy express

Leslie's hoping to do more with Starr by the fall. "I at least want to do it live again," she says. Then The Polar Express, the film in which she appears with Tom Hanks, is due in theaters in November 2004. Mrs Zemeckis plays two parts, including the role as Hanks' mom.

Overall, though, Leslie admits that these past few months really haven't been as hard as she thought they'd be. "I think that one of the things I found most surprising [about pregnancy] is that you can do anything you could do before — you can wear anything, you can still work, and you can still get jobs." With a smile, she adds, "I don't feel like there's anything I can't do!" \*

Photos courtesy of Liza Elliott-Ramirez, Expecting Models

## **COMING SOON!**

magazine about pregnancy, postpartum, and the first years with baby absolutely FREE!





# DRESSED

We've found 4 cool dresses for the summer season.



## Drize! Success-

Looking divine, not dowdy, during pregnancy is easy! With a little know-how in the fashion arena.

you just need to focus on accessories that

accentuate that sexy belly.

Red silk scarf with silver printed pattern \$79.95

> Gold two-tone bezel-set threediamond necklace \$900.00

How the little things can and glow growing a brand.

And glow growing a brand.

Pull together your whole look

"Vnord"

hen your shape is about as altered as your mood, looking like a supreme fashionista during pregnancy isn't as hard to do these days as it used to be.

"The most important thing when a gal gets pregnant is to have the mindset that she is still beautiful, if not more so," says Susan Hsieh, designer and owner of Zoee Maternity in Los Angeles. "She should bring out her pre-pregnancy fashion sense and show it in the same way, but stay with small patterns and slimming shapes." >>

#### Accessory after the fact

During pregnancy, the most important thing you can do to update your look is to accessorize. Savvy pieces you can update after your pregnancy are priceless — and a justifiable expense.

"I accessorized with a lot of different scarves to set off my conservative dark suits. Changing my scarf and skirt lengths always created different looks during my pregnancy, which was important [because I needed] to look professional and stylish for work," says Jane McCormick, a court reporter in Michigan.

Savvy fashion wraps, such as scarves and shawls, are the fastest and most economically promising ways you can cut the cost of maternity clothes while still looking absolutely fabulous. Simply put: You

**SCARF IDEA** Givenchy soft mauve

THINK YOU CAN'T FIND THE PERFECT WRAP FOR YOU? HERE ARE SOME IDEAS TO CONSIDER:

> MATERIALS: Silk, satin, chenille, cotton, wool.

cashmere, sheer organza PATTERNS: Geometric. floral, animal, hand painted, photo-realistic, tie-dye or solids FLAIR: Lace, crochet. beaded or fringed

Elizabeth Gillet sheer silk scarf with ruffle trim and snakeskin print in blue \$49.99

don't need as many different pieces when you can compliment and contrast your outfits with these fun frills. And with so many different kinds of scarves available, you can go warm with cashmere, ethnic with a hand-painted batik print, or classic with a lacy wrap. (See the sidebar for more ideas.)

silk chiffon

scarf

\$69.95

long pleated

#### The neck's best thing

The right jewelry can help you make the leap from simple to stunning. It's also a great way to show off your own personal style. Select baubles or jewels that reflect your life — from your baby's birthstone to a spiritual or cultural charm or a locket with your wedding photo inside.

Jennifer Strom Simonte, owner of Belly Dance Maternity in Chicago [www.bellydancematernity.com] agrees that jewelry is one of the best ways to spice up an outfit when you are pregnant. "I love chunky necklaces to accentuate the neckline when expecting," says Simonte. "This is an attractive part of the

body. Many maternity styles highlight the neckline, so fabulous jewelry can liven up any outfit."

During pregnancy, choose oversized necklaces with bright colors and interesting beads, such as turquoise or coral, to downplay your oversized belly. "Look for necklaces that are versatile," says jewelry designer Cyndi Mathews of Undertow to Go [www.undertowtogo.com]. "For example, a 48-inch necklace can be worn long, or doubled or tripled around your neck. It also makes a great wrist or belly bracelet." But, Simonte warns, "Stay away from dainty necklaces or bracelets, as they are out of proportion with your new curves." >>

Go ahead and splurge on the perfect piece, since you'll be able to wear it long after your pregnancy. "Bold pendant necklaces have been surprisingly popular with our expecting clients," says Mathews. "Deep purple amethyst, crimson garnet and milky-white moonstones look elegant and are purported to have healing powers. Pinks and flowers are also hot this season."

#### Pair with flair

Pair your fabulous accessories with basic silhouettes and colors, including black or neutrals such as taupe. Mix designer pieces with pants or tops from the Old Navy, Target or Motherhood Maternity — all of which have some great pregnancy basics at prices that won't break the bank. Then splurge on a great handbag or the hottest pair of this season's Manolos!

And instead of always shopping at maternity stores, look for a few nonmaternity pieces: tops and bottoms that stretch so you can wear them long after the baby arrives.

#### Emma & Me sterling silver necklace with two-row shaded carnelian briolets \$199.95 ieweled DON'T FORGET OTHER COOL JEWELRY: toe, belly and finger rings; wrist bracelets; upper arm bangles; pins; and brooches. And whether your ears are pierced or not, choose a few special earrings from the huge and fabulous variety available — from simple studs to the chandelier-type adornments so popular at this year's **Emmys and Academy Awards.** Earrings are easy to change and can match or harmonize with your outfit and other accessories. Liz Palacios Beaded Chandelier Earrings \$75.00

#### **Deliciously curvaceous**

Take pride in your new shape — don't try to hide your expanding waistline. Now's the time to enjoy your curves...and to realize that form-fitting, belly-hugging clothes are much more flattering than those that hide your figure. (In fact, "tent" attire will only make you look bigger.)

Finally, nothing can make any woman — pregnant or not — look more chic than an up-to-the-minute haircut, manicure and pedicure.

The end result is a perfectly polished, savvy and stylish mom-to-be! And, hey, don't you agree that when you *look* good, you *feel* good? \*

About the author: Melissa Maynard is editor-in-chief of Factio Magazine [www.factio-magazine.com] an online monthly publication covering fashion, art, beauty, culture, travel and dining. She lives in Chicago with her husband and baby girl, Milla.

# soothing bregnancy bregnancy birth kits

A girl can't take care of herself enough at this time in her life! Here are seven pampering kits that will work wonders for your body and spirit.

We have more gifts and treats just for you! Click to visit Showing online to see more!

Special Deliverease: The **Essential Labor Comfort Kit** 

"Special Deliverease was born as a result of my first pregnancy. I saw a need for the product —

one that includes all you need in a single convenient and beautiful package — and made my own!" says Maryland mom of two Julia Beck Bromberg of Forty Weeks [www.FortyWeeks.com]. "I enlisted my Ob/Gyn, various childbirth educators, nurses and many others to make this dream a reality."

Showing Pick

This kit is full of the best of the best pampering goodies. Here's a peek inside the elegant, reusable ivory bengaline case:

Our favorites from this kit include Sole Purpose — a menthol foot lotion with naturally fragranced massage beads. Foot massage is suggested to calm and soothe during labor. "Women have shared with me how much they needed their birthing partner to he useful, >>

helpful and 'in the game.' Providing foot massage is a needed, welcomed and engaging pain and stress management technique," says Bromberg.

We also adore Deliverease's Best Balm — a highly emollient lip balm, developed just for the labor process. "This was a hard one to get just right — but all agree that we really did! It is a soft, easyto-apply lip balm. Not goopy, not fragranced — just perfectly soothing. I meet women all the time who pull Best Balm out of their diaper bag or pocket book and say, 'This is the best lip balm ever!'"

#### But there's more! This kit also offers:

- Misty Moments, a tranquil blend of lavender, chamomile, calendula and aloe vera — the ideal cooling mist for labor.
- Wonder Cloth Better than hospital issue is

this thick and thirsty, 100% cotton washcloth

- Stroke of Genius hairbrush and "Pulling for You" — a luxury hair tie
- Cleansing Breath mints for your birth partner.
- Soothing Sounds a CD with 10 soft classical tracks that provide a gentle background for labor and allow you to truly remain in focus. It's the perfect gift for yourself, says Bromberg. "It is a necessary luxury that makes you feel like you have brought a bit of the spa world into labor. Share the kit with your birthing partner, get to know the various items and how they will help you, and feel prepared and even empowered for the big day ahead," she says. "Each piece of the kit, including the bag, is useful in labor, delivery and beyond."



Take care of yourself and baby, too! Inside this set, you'll find Mustela's Double-Action Cream to help prevent stretch marks; Specific Bust Support, which helps provide firmness and elasticity in your breast skin; Mustela Bebe, a soap-free, non-stinging and hypoallergenic two-in-one hair and body wash; and Mustela Bebe alcohol-free Facial Cleansing Cloths, which safely cleanse baby's delicate skin and leave it moisturized and soothed.

#### Philosophy Birth-day Girl gift set

Okay, technically it's the "birthday girl" gift set, but we say: Why save it for one day a year when you have a birth coming up? This fab little set contains Amazing Grace

shower gel, a perfumed shampoo, bath and shower gel with milk proteins; Real Purity, a super-duper, one-step daily facial

birthday girl

cleanser; Time on Your Hands, their exfoliating hand cream; Soul Owner exfoliating foot cream; and Kiss Me emollient lip balm in red.



#### Mini Beauty Parlor Night Kit, from Jaqua Girls

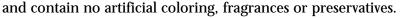
This pregnancy gift set from Femail Creations comes with thoughtful therapeutics just for these nine months! Try the Expanding Tummy Rub, Soothing Foot Balm and the Swell-Reducing Bath Mix as you read How to Make a Pregnant Woman Happy by Uzzi Reiss, M.D. This book offers a wealth of easy and effective home remedies for pregnancy's most common concerns.

#### **Bella Mama Pampering Gift Box**

Made with natural ingredients, this Bella Mama kit is a luxurious collection of five pampering mom-to-be must-haves! You'll find Pregnant Belly Oil, Uplifting Foot Salts, Comforting Nipple Salve, Rejuvenating Face and Body Spritzer, and a beautiful burp cloth.

Erbaviva Pregnancy Gift Set

This opulent herb gift set gives you Mommy-to-Be Milk Bath, a supersoothing bath for your skin and your senses; Erbaviva's own Stretch Mark Oil, a nurturing blend for growing tummies; and a soothing Back Rub Oil, to help relax tired muscles and minds. The products are not tested on animals



#### Birth & Beyond **Delivery Kit**

This neatly boxed kit contains a nursing gown, treaded socks. shampoo, conditioner, body



wash, body lotion, lip balm, nipple cream, headband and a baby shopping checklist. "Basically, I think every mom should have one, so she doesn't end up stuck like I was," laughs creator Lisa Bates. "I worked up to my due date and waited until the last minute to pack. After a frantic packing job during labor, I got to the hospital and realized I'd forgotten things like socks and hair supplies. Why should other women go through what I went through?"



A STATE OF THE PARTY OF THE PAR

# FALULUS BY JENNIFER NEWTON REENTS FALULUS SIZE Fashions that!

s a full-figured expectant mama, you might not think there are a lot of options for great maternity fashion. "Finding maternity clothes for plus-size women is definitely a challenge," laments Cheryl Maiorca of Adair Village, Oregon. "It is hard enough to find maternity clothes — a lot of stores in my area choose not to carry maternity. And then adding the plus-sized issue to it... it's insane!"

#### What you want

Maiorca's not alone. Katie Amey of Kingston, Ontario, Canada, agrees that finding affordable plus-size maternity fashion is tough. "I even thought about making my own maternity clothes, but the maternity patterns didn't come in plus-sizes, and the plus-size patterns weren't for maternity," she says. While comfort is her first priority, finding something "fashion-forward" is also something she values. "I think many designers don't know how to design >>

**Blue Pique Jumper** by Pickles and Ice Cream Plus-Size Maternity

Fashions

**Baby Love Top** and Skirt in stretch demin by AJA Love Designs Inc.

## "The same things that are hot in the magazines are hot in plus-size fashion."

stylish, tailored, hip plus-size clothes. and that includes maternity wear."

For Majorca, comfort and durability are the most important characteristics of the quality maternity clothing. "I want clothes that I can move around in, and I want clothes that will put up with a lot of wear and tear," she says. "I also want clothes that are in colors that

still look hip and beautiful, no matter what. Your shopping options are growing every day, right along with your baby, because plus-size maternity designers are responding to the demand for stylish clothing in shops all over the Web.

#### Staying up with the trends

"The same things that are hot in the magazines are hot in plus-

Carmin says jersey pants in varying lengths, knit pants, Capris, basic tees and side-tie pants are popular with her clients. "A lot of our customers may be taller that what normal clothing manufacturers consider a plus-size height," Carmin adds. "A lot of plus-size moms won't gain the 15 to 35 pounds that is expected. But they find that, although they don't gain the



**Split Neck Embroidered Tee** by Motherhood Maternity

2-PC. Swimsuit in **Fuchsia Paisley** by Pickles and Ice Cream Plus-Size Maternity Fashions



**Animal Print Tunic** by iMaternity



**Hot Pink Tank Top** by Jake and Me Maternity



look good on me, and I don't want outfits that make it look like I've 'given up' fashionwise."

So here's the good news: You don't have to give up fashion when you're pregnant! You can size fashion. The need to feel upto-date is still there," says Alycia Carmin, owner of Jake & Me Maternity and Nursing Clothing in Kersey, Colorado and online at [www.jakeandme.com].

weight, their bodies do change and shift a lot [and they experience an increased bust size and a more protruding tummy. A top that adjusts for this change, pants that >>

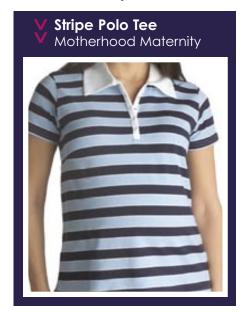
## You don't have to give up hip and stylish fashion when you're pregnant!

accommodate the shifting waistline and tummy girth, and dresses that make room for baby are very important."

#### It's different now

Before plus-size maternity wear, plus-size expectant mothers often purchased larger sizes than what they wore prior to pregnancy to accommodate their growing shapes, says Amy Petty, principal owner of Chicago-based AJA **Designs** Love Inc. [www.ajalovedesigns.com]. Her company sells maternity fashions for women between sizes 6 and 20. "For example, if a woman wore a size 16 prior to pregnancy, she would begin to purchase women's apparel in larger sizes. However, this apparel often did not address the specific growing areas of the pregnant woman's body and failed to offer a flattering fit or comfort," Petty adds.

"It's no longer necessary to just keep buying larger plus sizes as your tummy grows, until they are falling off your shoulders and hanging way down in the back," agrees Carol Ann Tharp, owner of Pickles and Ice Cream Plus-Size Maternity Fashions [www.plusmaternity.com]. She agrees that plus-size also maternity fashions have become more attractive and stylish over the last five years. "Today's styles are made for plus-size ladies and will fit well for the entire nine months," she says.



#### What to look for

Carmin suggests expectant look for plus-size women adjustable waistlines, no-panel pants so they can be worn postpartum, and A-line

trapeze-style tops and dresses. And above all: Keep your own sense of style. "If you wore things more fitted or a loose style, don't change now — stick with it. It will only make you more comfortable throughout [your pregnancy]," says Carmin, whose clothing line goes up to size 34 and offers varying lengths.

It's even easy to extend your options. "Stretch fabrics are extremely popular in plus-size maternity clothing: stretch denim, stretch rayon/polyester, fabrics that promote expansion and flexibility, yet are still stylish," says Petty.

Also hot are stretch denim. peasant tops and long, straight skirts with slits in the front or back, Petty says. "Long and short capes, illustrating rounded as well as, asymmetrical lines are flattering, comfortable designs for the plus size expectant mother." She also predicts that full, flare and A-Line Skirts will be extremely popular in plus-size maternity apparel in the upcoming seasons. "The lines of these designs flatter the plus-size expectant mother's shape >>



while remaining extremely trendy and fashionable."

#### Maternity wear can be just as stylish

Caron Kovoloff, CEO of SizeAppeal, Inc. [www.sizeappeal.com]. According to the company's Website, "Every woman size 14 and up deserves the heady charge of too many great clothes to even choose

from. "What is hot (in maternity fashion) is just what's hot for any size woman," Kovoloff tells us. "Pregnant women don't have to like they're wearing feel maternity clothes anymore, but rather trendy items of the season.

Bleached jeans, cargo skirts and even shorts all have the classic tummy panel adjustable elastic waistband for a

perfect fit." And, she reminds us, style for the larger mom-to-be doesn't have to end there. "Women are now even wearing low-rise pants under the belly. Floral dresses are no different than any other spring/summer dress you're seeing in fashion magazines, with just a wider waist. Even those trendy velour zip-up hoodies and leisures are available now!"

So if you haven't yet found something that looks fantastic and fits even better, don't give up! More than just muumuus are out there for you. With Showing as your guide, take a look: You'll find a real variety of plus-size maternity fashions out there to meet your needs, keeping you comfortable, fashionable and as sexy as ever. \*

About the author: Jennifer Newton Reents is associate editor of the Network, publisher of Myria

Showing. She lives in Kansas with her husband and son.

#### **START SHOPPING NOW!**

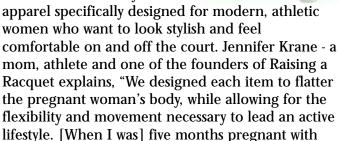
Click here to see some sizefriendly maternity retailers featured on Showing @ PregnancyFashion.com.



## New & Noted: Fitness

#### A PERFECT SET

Tennis wear for the active, pregnant mama has finally met its match. Take to the court this summer with Raising a Racquet, the first line of maternity tennis



my second child and still an avid

tennis player, I [was] thrilled not to wear my husband's tee shirts and shorts."

The collection, in one grand slam set, contains four high-quality pieces that can be mixed and matched to create six different outfits for on- and off- the court. Each classic piece was designed to coordinate with any wardrobe creating

indefinite possibilities. Packaged in a bright fuchsia hat-box, this tennis apparel set has a suggested retail price of \$138 per box. Find out more here!

## Ocean Blue

Can you go swimming in the ocean during pregnancy? We talked to fitness expert **Birgitta G Lauren of Expecting Fitness** [www.ExpectingFitness.com], and the author of a book of the same name, for some advice. Here's what she had to say!

Swimming is a great non-impact, low-intensity exercise that helps tone all of your muscles, even when pregnant. The buoyancy of the water supports your body, reduces joint impact, creates muscle resistance, is injury-rehabilitative and reduces water retention.

Swimming in the ocean is okay as long as you stay out of shark-infested waters, swim close and along the shore - never swim out, and take care to only swim when the water is calm. Body surfing in waves could be very dangerous (being tossed by waves and under currents, ingesting dirty water, et cetera).

Here are some other things of which you should be conscious:

- Be aware of your breathing, which may become more labored as water puts pressure on your body.
- Breathe regularly. During a breast-stroke, breathe on every stroke, and during free-style, breathe on every other stroke (switch sides halfway through)
- Watch your strokes. Avoid the butterfly stroke altogether, as it may arch your back excessively. Back stroke is fine as long as feel okay doing it.
- Avoid the ocean if the water is cold or the weather is bad.
- Don't turn your back on the ocean. Waves and currents can be unpredictable.
  - Always bring a friend never swim alone.
- Avoid accidents by staying clear of other swimmers, surfers and children playing. >>

raising a race

## New & Noted: Fitness

## **MORE!**

**JUST CLICK BELOW** TO READ ABOUT.



- Fitness: Your Active Pregnancy™
- Showing's Fitness fashions
- Health & wellness during pregnancy
- · Self-care for these nine months



## YOU DON'T HAVE TO BE A STAR, BABY

Some of the brightest stars in Hollywood - including Drew Barrymore, Melanie Griffith, Sharon Stone, Sandra Bullock and more - stretch and strengthen their bodies at Mari Winsor's LA-based Pilates studio.

Even new moms, like actress Holly Robinson-Peete, seek out her unique low intensity, calorieburning workout to help themselves shed unwanted pounds and inches while firming, strengthening and toning their muscles. So maybe you can't head to So

> Cal for your workouts - but you can still do Winsor Pilates, right there in your living room! In her best-selling Winsor Pilates video system, Mari takes proven Pilates techniques to a new level with her exclusive dynamic sequencing technique. Check it out for yourself!



Photo by Carin A Bauer, Courtesy of Cathy Renker.

# Kick up your

It's one of those little Hollywood beauty "secrets" that everyone knows, but doesn't usually talk about... like liposuction, facelifts, or the fact that double-sided tape can be used artfully to create cleavage to die for.

neels

## Heels.

No, not their mere existence, but the fact that women keep on wearing stiletto pumps, stacked-heel boots, wedge and even platform shoes during the nine months of pregnancy.

"I am wearing heels — the highest heels," admits Leslie Zemeckis, a California model, actress and wife of producer/director Robert Zemeckis. "I love heels. and they're still >>

**EVEN VERY PREGNANT DONNED SPIKED** HEELS FOR THE RECENT AWARD CEREMONIES SHE ATTENDED

comfortable. I was buying shoes the other day — spiked but not flimsy, very sturdy — and was getting the funniest looks from other women," she laughs.

She's not alone. "I still wear heels, and people tell me all the time, 'You shouldn't wear heels,'" said Los Angeles actress/model Mandie Brady in her seventh month of pregnancy. "I like platform shoes, but I trip more barefoot. So far, knock on wood, I've been okay." Even very pregnant Oscar winner Catherine Zeta Jones donned spiked heels for the recent award ceremonies she attended.

Chicago maternity style maven Jennifer Strom Simonte of Belly Dance also has hopped on the bandwagon, proving that not only left-coasters like to get high on life. "Many people say 'no heels when pregnant,' but we ignore that rule. There is nothing better than a fabulous pair of pointy heels to dress up an outfit and make you feel sexy," she says. "Also, heels help lengthen the leg, so they always make people feel better about themselves."

#### A low blow

So what's the problem with heels, anyhow? Is it part of the same old anti-fashion conspiracy that said pregnant women had to wear tacky pastel floral prints on shirts that look eight sizes too big?

Alas, no. "Since the entire center of gravity changes as the baby grows, it's best to minimize the heel to one-half to one inch at most," says Patti Glick, R.N., also known as the Foot Nurse [www.footnurse.com] because of her expertise in that area. "Also, for improved stability, a wider-based heel is preferable," she says. And for the final blow, Glick adds, "I am not in favor of platform shoes at all — pregnant or not."

The American Podiatric Medical
Association (APMA) agrees that high heels —
which they define as pumps with heels of more
than two inches — are not the best footwear
choice for anyone. Calling them
"biomechanically and orthopedically
unsound," APMA cites medical, postural and
safety issues as reasons for concern. >>

Women's South

Beach by Bongo

\$29.99

FLIP YOU ON You know, you can still be stylin' even without the high heels. Suzanne Mitchell of Baby Mabel's in Solana Beach, California, suggests flip-flops for day wear. Surprisingly, Midwesterner Simonte of Belly Dance agrees: "We are huge fans of flip-flops! We have many dresses that can be dressed up or down, and a pair of flip-flops and a jean jacket make a summer

sundress more versatile." Yes, these beach shoes are now

considered fashionable and can be quite comfortable. "These days, you can find them in all colors and styles," says Simonte. "They are so affordable, you can have an entire collection for the summer."

"The body undergoes changes and acquires a new weight-bearing stance, [so] women should wear shoes with broad-based heels that provide support and absorb shock," according to the organization. Additionally, the extra weight your feet are supporting can lead to a variety of foot problems.

#### To heel or not to heel

So everyone's telling you "no" — including your Ob/Gyn or midwife — but your chic little heart is crying out for hellishly heel-ful glamour. What's a mama-to-be to do?

You have three options: get flats, go for the moderate approach, or throw caution to the wind and tread carefully.

- \* Flats: A low heel doesn't have to mean tennis shoes or fuzzy pink slippers. There are a ton of adorable and trendy flats out there — see our spread in this issue for just some of your choices!
- **\* Moderation:** This means, quite simply: Don't wear high heels all day, every day. "If women persist in wearing high heels, there are ways to relieve

some of the abusive effects," says the APMA. "They can limit the time they wear them, for example, alternating with goodquality oxford-type shoes or flats for part of the day."

**\*** Come hell or high heels: During her pregnancy, Skye Hoppus, cofounder of the soon-to-debut Childish Clothing line of maternity and baby wear, told us, "Against the advice of my doctor and everybody else, I still love my stilettos!" If this sounds like you, we just ask you to pick shoes you feel supercomfortable walking around in. (Nobody wants to see a very pregnant woman tripping over an ant on the sidewalk.) And remember that all those people staring at you strutting your stuff either are concerned about your wellbeing (that's a nice thing, okay?) or are just totally jealous that, even pregnant, you're one stylish woman.

Whatever footwear you ultimately choose, let comfort be your guide. You really can find shoes that pamper your sole — and your soul — at the same time. \*

#### TWINKLE TOES

To keep your tiptoes in tip-top shape, why not treat yourself to a relaxing pedicure? (The fact that you can't see your feet is not a valid reason for not pampering yourself.) The Foot Nurse, Patti Glick, suggests that you keep a few things in mind, however. For example, "It's not recommended that pregnant women soak in warm water very long, since that can promote swelling. And, in general, don't allow the clinician to trim the cuticles of the toenails because there is the possibility of introducing an infection." Cleanliness is also an issue. "Make sure the salon sterilizes the equipment used, or, better yet, invest in your own implements [pedicure tools] and take them along when getting a pedicure or manicure," she says.

Also exercise caution when it comes to massage. "Most importantly, if foot swelling is present, blood is pooling in the lower legs, too, and the potential for clots [exists]," says Glick. Therefore, she advises limiting the foot massage to just the feet and not the legs to prevent dislodging any possible clots.

# shŏ€s





## vou'll love

From stylish sandals to fanciful flats, here are eight fantastic footwear choices for the expecting mama! You won't find anything too constricting or with high heels - we gave points to the shoes that were comfortable, trendy, and easy to take on and off.



#### 1. Women's **Aileen from Westies** (\$46.99)

- 2. Women's Bunny Foo Foo from Diesel (\$78.99)
- 3. Women's Bison Mule from DKNY Footwear (\$54.99)
  - 4. Women's Senza from **Donald J Pliner** (\$139.99)



#### 5. Women's **Dominica Slide from** Rockport (\$59.99)

- 6. Women's Flower Child from Reaction (\$58.99)
- 7. Women's Mercia from MUDD (\$39.99)
  - 8. Women's Bahama from Cole Haan (\$64.99)







## HAIR BY KAREN M. SHELTON

## Hair fashion for the expectant mom

Looking for an easy and instant fashion boost? Your hair may never be this lush again, and it's begging for chic new styles and accessories. So go ahead: Dress up your tresses with these stylin' ideas!



#### Bun in the oven

One of the hottest hair trends to hit the hairways in recent years is the ever-elegant yet simple bun. Buns, twists, chignons and hair knots generally work for most hair types, textures and lengths except, of course, super-short chops and crops. With a little practice and creativity, you can even slick back your short style into a faux bun.

These styles are quick and easy, plus they can be dressed up or down in an instant. This kind of flexibility is a valuable commodity for any mom-to-be.

For summer, twists and buns are cool in every way. Twisting hair off the neck and away from the face offers a cooling reprieve for hot and hormonal expectant mama: You'll feel as comfortable and fabulous as you look! >>



#### The trick pony

Before you begin playing with different styles and accessories, start with a flirty ponytail as your basic casual daytime hairstyle. Whether you wear your pony high up

on your crown or at the nape of your neck, it is the perfect foundation for new styles and variations. Create a polished pony wrap using your own natural resources. Simply select a small amount of your hair and wrap it around the elastic band, taking care to tuck the ends under the band. Sleek!

If you'd rather ditch the traditional elastic band altogether, substitute one of the hot new hair slides. For a classic look, try one of the new long Smoothies barrettes from Intuition that will hold your hair snugly in place at the nape of your neck.

You can glam up instantly your daily ponydo by adding a spritz of styling spray and wrapping your hair into a sleek ballerina bun. Slide a twist around the base of the bun or add one of the new rag tie hair twists like Evita Peroni's Delicia or Linetta. For a more sophisticated look, decorate simply with a set of high-sparkle Swarovski hairpins, alligator

**Austrian Crysta** White Flowers Ponytail Holder

If you prefer a trendier, less formal style, transform your daytime pony into a French-twisted big bun that

softly hugs the back of your head in a messy version of a traditional twist. Create the big bun by using a wide toothed comb and gently backcombing your ponytail to create fullness. Carefully twist your hair into the desired shape. Using hairpins the same shade as your hair color, anchor the bun so the top rests gracefully near your crown. Loop a hip new HairLoop around the base of the bun, letting the shiny beads cascade.

#### **Dressy tresses**

If you prefer to wear your hair down but want a dressy look, try the soft twisted half up/half down style that shows off a simple hair roll nestling on a soft

Through Slide



cascade of hair. Decorate the half roll with a bit of bling! Attach an Austrian crystal- or pearl-encrusted clip or barrette to anchor and decorate. This half roll style offers an endless array of options. If you have more time to play, use a curling iron to create big loopy

> curls or waves. Experiment further by taking the >>

or claw clips.

**Beaded Stretch Headband** 

cascading strands and crafting a soft threestrand braid you can wear down or pinned up underneath the roll.

Remember to select hair accessories that work well with your hair type, texture and condition. Fine or thin hair may be too slippery to hold a barrette, but a decorative comb with teeth will work fine. French-style hair pins with open ends will nestle beautifully into thick, curly or wavy strands but may not grab the necessary Art Deco traction with straight or silky hair Flower Hairsnaps types. Be prepared to experiment and improvise.

#### Crop and chop shop

If you wear your hair in a super-short crop, you still have options and lots of gorgeous accessories to enjoy.

For casual daytime wear, finger-

tousle your hair and attach one simple but elegant accent clip or mini-barrette along the hairline or to one side. A small set of matching combs or jaws can do double duty to anchor hair and give it a classy look.

Instantly dress up any short style with one of the sensational retro-style L Erickson silk ribbon 1-1/2 inch headbands in gorgeous

Dupioni silk or charmeuse. Wear one of the wider 2inch L Erickson bands close to your hairline for a seductive scarf look. Or select a thinner version and wear it a few inches back from your hairline for instant jazz.

> If headbands just don't fit your image or your hair's length and style, try one of the season's silk flower hairpins or clips. Flower accessories are blossoming in all types of spectacular colors, sizes and fabrics — attach these lovely floral pieces to hair of any length or texture.

#### Keep it simple

You may choose from a selection of accessories ranging from casual to ultra-dressy, but whatever you do, don't overdo it! Limit your style to just one spectacular focal piece or a smaller set of matching pieces. Make sure that your earrings and necklace complement, rather than compete with, your hair accessories.

Most important of all, be creative and have fun! Now's the time to experiment with and revel in your newly thickened, bouncy mane — a gift from your baby. ★

**About the author:** Karen Shelton is the founder of Hair Boutique [www.HairBoutique.com].



Is maternity modeling really something you can do?

Liza Elliott-Ramirez, a model and the president of Expecting Models, a New York modeling agency, answers five of the most common questions gorgeous mamas-to-be have about showing off their new and exciting blossoming bodies.

I've always wanted to be a model. And now that I'm pregnant, I think this would be a great time. What do I need to do to get started?

Liza says: "As in any professional career, maternity modeling requires preparation before getting started. Having professional photos is a must. Clients interested in booking a pregnant model always want to see a model comp card or headshot before consideration. Your chances of getting hired increase when you are prepared with an experienced photo shoot and a professional portfolio. This will help put you in competing form. You're usually up against professional models who have been in the business; the portfolio and comp card will certainly work to your advantage."

I have done some print modeling in the past, and I'm expecting now. What do I need to do to get some print work during pregnancy?

Liza says: "Working with an agency that specializes in this specific market is the best way to go. Expecting Models suggests that you send your professional photos >>

to the address on our Web site. If you do not have a professional photo, recent Polaroids or snapshots would be fine. The earlier we know you're pregnant, the better. This allows us ample time to promote you and speeds up the process. By models are generally taller the time you're showing, and have a trendy look. our clients will already Both markets can earn know who you are."

How much do maternity models make per day?

you fit into is Liza says: "Rates are based on important. the usage of your images. While editorial rates (such as for magazine work) are usually lower than maternity advertising campaigns, tear sheets can provide the model with great exposure! Our goal is to keep our models working. Being prepared with that critical model comp card and portfolio can land campaigns earning up to \$10,000 per day!"

What qualities are most important for a pregnant fashion model?

Liza says: "Fashion modeling is very different from commercial print. Fashion models are generally taller and have a trendy look. Both markets can earn great modeling rates; however, being realistic about what market you fit into is important. Most models who are 5' 5" will not book high fashion jobs —

at least not yet — but the industry is changing and embracing different criteria. There is a place for all of us. Most importantly, whatever market you fit into, it's very important to maintain a professional and gracious attitude on set. This will keep our clients calling you back."

> Do I have any chance of being a model during pregnancy if I don't live in **New York or Los Angeles?**

Liza says: "Absolutely! We have had women booked for maternity assignments from many different parts of the world. A willingness to travel during your pregnancy is essential. Although some bookings are direct, others require attending a casting call for consideration. In this case, casting directors would request meeting you in person. As long a model has medical clearance to fly from her doctor, we can arrange many direct bookings and we welcome model submissions from all over the world." \*

Read more about Liza online at ShowingMagazine.com, and visit her site at ExpectingModels.com.

"Fashion modeling

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### New & Fashion/Style

#### ABSOLUTELY FABULOUS



When it comes to pregnancy fashion, you can say she wrote the book! Liz Lange's Maternity Style: How to Look Fabulous During the Most Fashion-Challenged Time (Clarkson Potter; \$22.50),

from New York designer and mom Liz Lange, was published this April.

Right there in the book's title Lange admits that finding great clothing isn't always easy during pregnancy. That revelation was the impetus behind starting her own line of maternity wear — and its lower-cost Target counterpart — before she penned this tome.

The book offers Lange's advice on everything from choosing the perfect colors to

selecting accessories; dressing up and dressing down; and recommendations about all kinds of specialty attire from fitness togs to weekend wear. Lange's approach is to dress moms-tobe in a way that will accentuate (and slim) your changing figure, so if you're looking for a guide about "How to muumuu," you'll want to look elsewhere. But for the rest of us, reading this refreshing advice about pregnancy and postpartum fashion is almost as fun as shopping itself!

isn't it?

So many maternity clothes out there look, well, totally normal. What's the deal? We asked Pat Gillespie of New York's Duet Designs for some insight.

"The modern approach to maternity fashion is body-conscious, and traditional panels are a thing of the past. Many people cannot tell the difference between maternity and regular wear by looking at it. Our most common question is, 'What makes this maternity wear?"

Gillespie says her company was the first to make the transition from a panel front bottom to the new waistband offered today, while still accommodating pregnancy from early- to full-term. "Our understanding of fitting the pregnant form and the use of

stretch fabrics make it possible for the clothing to look nonmaternity. There are many unseen details that ensure that is truly a properly fitted maternity garment, including hidden waistband adjustments and a more generous bust and hipline." So now you know.

#### BE A BABE

Photo courtesy of Olian Maternity

"When shopping for maternity clothes, resist the idea that you must limit your shopping to the apparel sold in maternity stores. In fact, all kinds of stores sell pregnancy-friendly clothes, be they tightfitting, slinky garb or less slinky but comfortable clothes that actually look fashionable and appealing. The trick is to have the right attitude when you shop. Just keep an open mind and believe that somewhere in some store, on some rack, is a piece of clothing that will make you feel like a Hot Mama for the duration of your pregnancy, and perhaps even beyond." — Excerpted from Hot Mama: How to Have a Babe and Be a Babe, by Karen Salmansohn (Chronicle Books)

### New &

# Fashion/Style

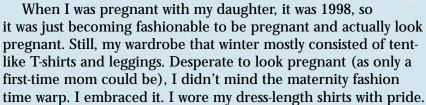
#### Fashion SHOCK

Andi Buchanan, author of Mother Shock: Loving Every (Other) Minute of It (Seal Press) tells Showing what she

Mother Shock

ANDREA J. BUCHANAN

thinks of maternity fashion, then and now.



I wasn't pregnant again until 2002, and I discovered then that the turn of the century had brought with it a pre-natal fashion revolution. Not only were there cute clothes, there were trendy clothes! There were hip clothes! There were clothes I would be tempted to buy even if I wasn't pregnant! As a non-pregnant friend remarked on a shopping trip with me, seeing the array of gauzy peasant shirts, kicky capris, and belly-hugging Ts, "This is enough to make a girl want to get knocked up!"

Whereas my first pregnancy found me walking around town in what amounted to sleepwear, my second found me a walking fashion plate. "You are the cutest pregnant woman I've ever seen!" gushed my daughter's preschool teacher. I'm convinced it was less me and more the boot-cut denim capris with a cap-sleeve red lycra shirt I was wearing.

The only drawback to all the cute pregnancy clothes was the sudden fashion drop-off once the baby was born: after looking so darn hip for nine months, my postpartum sweatpants were a rude awakening. Now if only someone could design some fashionable POST-maternity clothes...

## two do's

So what should you do — and not — to stay gorgeous during pregnancy? Jennifer Noonan of LA's NOM: Naissance on Melrose has this advice for you!

DO: Moisturize with self-tanner to prevent stretch marks and give yourself a healthy glow. Try St. Tropez self-tanner it's the best! DON'T: Be seen with dry, flaky skin!

DO: Keep your hair colored and coiffed at all times! You can color your hair while pregnant. Check with your stylist for organic and preanancy-safe haircolor. DON'T: Get caught looking sloppy and ungroomed: No unsightly roots and jagged toenails. Being in your natural, beautiful state doesn't mean

#### **BACKTALK:** A great response to "you're so huge!"

letting yourself go!

"Say, 'Why, thank you!' Then pat your belly and smile as if it's the biggest compliment you've ever received in your entire life. You'll be doing your bit to educate the lame-brains of the world that big is beautiful when it comes to pregnant women." of all Pregnancy Books



"This season, our
Chiffon Bandeau is sizzling!
Women are starting to see
themselves as sexy as
well as stylish when
they are pregnant.
This strapless
number has an
empire waist and
handkerchief hem that
really makes it pop.
Showcasing sexy
shoulders is a must for
any pregnant woman
this summer."

— Jennifer Noonan of NOM: Naissance on Melrose, (2)

"The cropped stretch sateen pant from the Tummi collection is a must in solids as well as in a variety of prints. Graphic black and white and Asian-influenced florals in hot pink or subtle earth tones are the prints of the season. Knit halter tops and body conscious tees look great as a coordinate."

— Pat Gillespie of Due Designs, New York

olive. They are a great alternative to black and look good with fitted halters and tees in fun summer colors. Basically, they look good with anything from Meet Me in halters in fun summer prints they are made of the most comfortable fabric and have a

"I happen to love our 'It's a Boy!' and 'It's a Girl!' dresses by Olian. They're filmy and short, which I think is great because you should show off those gams when you have the biggest belly — it makes your legs look smaller! There big, however large you think inflated basketball. You know

"My one style pick is our cool Summer Lotus Halter Top. It is a lighweight mesh material in a summery halter top with hues of pinks and the Asian-inspired print of the season. We have sold out twice in the lotus halter! We have shown it with our infinity capris and our infinity shorts, which are also perfect for those hot days. They are under-the-belly pants that can be worn as 'normal' hip huggers when stages. It has a hidden adjustable tab on the inside to let out room for your expanding belly when you need it."

Ostyle picks from the pros

"My favorite style is a tube top. We carry several styles for the summer. Tube tops are incredibly flattering when you have a big belly. Although they may not be a style you would wear when you are not pregnant, they look good on moms-to-be. In addition, they can be dressed up or down, and keep you cool when it's hot."



"Susana Monaco tube dress. Wear it alone with sling heels for night, or over Susana Monaco pants with flip flops for daytime. Even put it over jeans with thongs for a casual chic look!"

"Our favorite item from our 2003 spring collection is the slip dress in a pale floral print and a in the recent feature film *Expecting*. Very curve-hugging and sexy."

"I think the Dot Dress is my favorite item. It is not only incredibly comfortable, but playful and sexy, too. What more could you ask for?" — Pumpkin Wentzel of

"Our Soho Dress is my personal favorite, and it also happens to be a bestseller! It is a fun and feminine stunner...a sophisticated sleeveless neckline detail featuring sheer minipink floral silk charmeuse lining. It feels amazing on!"





1. Blue/Black Print ruched halter one-piece by GAP: Halter neckline, ruching and ties at sides (\$58). Matching cover-up swim skirt(\$28).

2. Floral bikini by Japanese Weekend Maternity: Triangle style self-tie bikini top with

Ok™ waistband bikini bottom(\$60)

3. Giraffe-print tankini by Old Navy: Soft, stretchy fabric features cool giraffe print on V-neck top and solid color on bottoms (\$24).

4. Floral print swimsuit by

Castaway: One-piece bathing suit(\$47.95).

5. Etch floral tank suit by Mimi Maternity: One piece bathing suit(\$58).

6. Ring bikini by A Pea in the Pod: Ring trim bikini in bronze(\$120).



The coolest options in maternity swimwear

BY JENNIFER NEWTON REENTS

\* Summer is here... Time to think about swimwear fashions you'll be sporting this season, bump and all! In fact, as soon as your belly starts to round, it's time to switch from a regular swimsuit to a maternity suit. Luckily, your options for the beach and poolside are wide open, and nothing gets more positive attention than the tankini — the most stylish and flattering suit an expectant mama could want.

#### Tankinis are the bomb!

When it comes to going to the beach or lake this summer, stylish and trendy two-piece tankinis are the hot item for moms-to-be.

But if you haven't bought swimwear for a few years, you may be wondering: What is a tankini? Well, it's a swimsuit combining a tank top and a bikini bottom like a bikini for the modest, or simply, the most versatile swimsuit around. >>

One shoulder tankini by A Pea in the Pod **Maternity** \$130.00

"The tankini provides the coverage most expecting moms are looking for, yet it allows them flexibility in how much they want to show," says Katie Tagliavia of 9 Months [www.9monthsinc.com] of Brookline, Massachusetts and Providence, Rhode Island, "Some styles hug the belly tightly, while others give a little more swing in the top. And with the tankini, you can get the sexy peek-a-boo belly without baring it all in a bikini."

#### Comfortable and versatile

While you may not envision yourself wearing a two-piece bathing suit during pregnancy, remember this: Two-piece styles can offer a better fit to more bodies at the various stages of pregnancy, according to Roxanne Beckford Hoge, owner and founder of One Hot Mama maternity and nursingwear boutique [www.onehotmama.com] in Los Angeles. "You don't have to make allowances for torso length or other vagaries of body types. Another benefit: Most tankini tops can do double duty as shirts," she notes.

Diane Irons, beauty and diet expert and author of several books on beauty tips, including Bargain Beauty Secrets, agrees. "Two-piece suits are becoming



V-neck tankini top and boy leg short by Japanese Weekend **Maternity** \$84.00



**Peonies Envy Tankini** by La Blanca \$98.00



more popular for pregnant women, because they're more comfortable and more accommodating to the differences in each figure type.

The tank tops are available in halter strap, tank strap, off-theshoulder and crossover designs, and the bottoms can come up over or stop under your belly. Two-piece suits are truly versatile for many reasons, "not the least of which is that many places sell tops and bottoms separately these days," says Hoge.

Lands' End makes a splash this swimming season with their own mix and match option. Maria Mueller of Anna Cris Maternity [www.annacris.com] in New Jersey says, "It's perfect if you need a different size top than bottom! Select either a lingerie style top or tank style top in sizes four through 18, in red or navy, and then a separate brief bottom."

You don't have to stick with what just one designer offers, Hoge says. "I tell my moms who buy the Teeny Weeny Mama-to-be Tankini, for example, to hit the mall to find a coordinating bikini top and sarong so that they can have an entire wardrobe for that last [pre-baby vacation] trip!"

And don't forget one important, but often overlooked, reason to want the convenience of a two-piece: It >>

makes those incessant trips to the ladies' room a whole lot easier. "That bathroom-every-five-minutes issue doesn't require completely undressing!" laughs Kelly Fleming, owner of Pickles and Ice Cream Maternity Apparel [www.picklesmaternity.com]. "Peeling a wet suit off and on when you have less bladder control than usual can be tricky."

**High or low?** 

So how bare do you dare go? Opinions from our panel are mixed.

"This season, all of our suits have high leg cuts," says Tagliavia. "This is much more flattering when women have filled out through the hip and thigh area. The higher cut lengthens

the leg and flatters most body types, unlike the 'boy' style, which is difficult for most women to pull off — it cuts the leg off in a very difficult place for most expecting women." But what about covering your... assets? "A higher leg cut does not always mean less in rear coverage!" she laughs.

Fleming agrees that high cuts are the way to go, and says, "Let those saddle bags show with a higher cut leg and a tankini top with a great neckline... Then the eye is drawn to the breasts, which are gloriously fuller for those of us who are normally somewhat flat-chested."

But not all style divas are of the same opinion. "The worst leg cut on a pregnant woman is the

high cut...The proportions are all wrong for someone whose center is so, well, large," says Hoge. And she agrees that "boy-cut" legs aren't necessarily the answer, either. "The boy-cut leg is actually tougher than one would think — you need tight buns to pull it off well."

Mueller feels the modest leg cut — somewhere in between the boy cut and the high cut — is the best option. "Consider halter or tank tops with modest leg cuts and sexy backs," she says. "Enough coverage, yet showing some skin, to allow you to feel sleek and sexy, too."

#### Flattery will get you everywhere

Our panel did agree with Fleming that the tankini is, by far, the best swimsuit style for expectant moms. "In reality, having a line of >>



Wave Tankini

made from

Lycra

**Sensations** fabric

\$59.95

skin in the tummy area between the top and bottom of the swimsuit is much more flattering that covering the beach ball [tummy] with bright and often boldly printed fabric," she says. "[It] actually stretches you out and makes you look slimmer."

"The most flattering look, of course, is a bright top/dark bottom," says Irons. She also suggests looking for Spandex content of about 10 percent. "Any more would be too uncomfortable and constricting to the pregnant body."

The bottom line, says Mueller: "Find a suit that fits right and makes you feel great."

Easier said than done? We know that finding a

swimsuit can be incredibly daunting, but, as Tagliavia says, don't be scared to be bared! "Remember, your body has changed, but you still look fantastic! Try on different styles. Bring along a friend if you need encouragement. You'll find a suit that's perfect for you."

And, Hoge adds, be proud of your blossoming body. "Forget the flowing skirts that hide your figures and those one-piece tank swimsuits, ladies. It's time to show just what you have!" \*

About the author: Jennifer Newton Reents is associate editor of Showing. She works as a freelance journalist from her home in Kansas, where she lives with her husband and son.

#### JUST THE ONE

So you really want a one-piece? The experts say that that a lot of extra fabric probably isn't your best bet. In fact, Fleming says, "One misconception is that boy shorts and skirts cover more and thus give the woman a false sense of security that she is 'hiding her problem areas.'"

What's the dilemma? Fleming says most expectant moms who choose skirts and shorts for coverage are trying to cover their thighs...but in reality, these types of suits actually accent the thighs. They draw the eye there and make your upper legs look even wider by drawing a straight line from left to right exactly where you don't want the casual observer to look.

But if you really do want to go with solo swimwear, Hoge says, "A one-piece that's cut like a hot mini-dress, instead of like a grandmaskirted tank, is awesome. It hides the most unflattering aspect of the tank, which is the belly pulling at the fabric in the crotch area." Still, she suggests a regular tank one-piece only for expectant moms who swim laps for exercise.



**PERFECT POOLSIDE PUNCH** 

All that sun can make you thirsty! And when you're pregnant, you must drink up. Whip up a batch of this easy-to-make sweetand-tart punch in just a few minutes.

#### **INGREDIENTS:**

3 cups lemonade 3 cups cranberry juice 2 12-ounce cans lemon-lime soda (Sprint, 7-up, Sierra Mist)

Chill soda, juice and lemonade. In a two-quart pitcher, combine all the liquids. Serve over ice for a cool-inthe-pool drink!

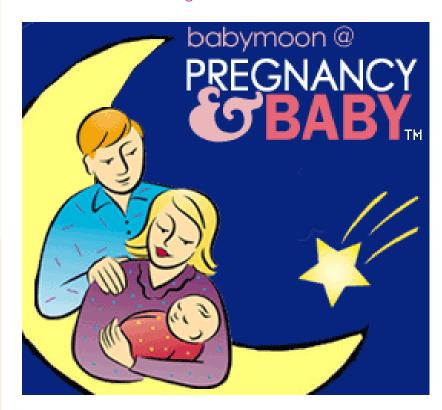


For more recipes, visit our sister site, Chef Mom, at [www.ChefMom.com]! Fabric choices are a matter of personal preference, says Maria Mueller of Anna Cris Maternity. "Cotton can be softer but does tend to lose its color faster. Nylon will hold up better in chlorine and tends to dry faster than cotton." Either way, experts advise: Rinse often and line dry! Chlorine will break down the threads as well as the

#### SWIMSUIT CARE rinse out your suit with a

elastic, so be sure to non-abrasive soap after

every swim. "Since you probably will buy only one or two maternity suits at the most and wear them over and over again, it's important to continually rinse out the chlorine to extend the life of the suit." Line drying or drying the suit flat will help keep the elasticity of the Spandex intact, while heat and chemicals like bleach will break it down and accelerate disintegration of the elastic.



# **PREGNANCY**

IT'S ONE OF THOSE QUESTIONS YOU NEVER QUITE GET AROUND TO ASKING YOUR CAREGIVER.

> Not that she doesn't give you plenty of opportunity: Usually after the physical exam is done and you're trying to pretend that it's normal to be wearing only socks on the bottom half of your body, your Ob/Gyn or midwife asks if you have any other questions. And somehow, it just doesn't seem like the right moment to blurt out, "Am I ever going to enjoy sex again?"

> FEAR NOT. We're going to save you from the agony and embarrassment of that question. Right here, we are going to tell you: Yes, you could be enjoying sex as early as this evening (or, hey, 10 minutes after you finish this article, depending on how far away your husband is at this moment). >>

BY ABBI PERETS

# Positions, Please!

#### Avoiding the agony

The problem for many pregnant women is a certain level of discomfort (by which we mean, pain so intense it can make you want to bite the, uh, hand that's feeding you, if you catch our drift) during sex. The "discomfort" can be localized, or it can share the fun and spread all over your body. Your cervix hurts (did you know where your cervix was before this?), your abdomen hurts, your nipples hurt; you're just one big world of hurt.

Well, Sister, you don't have to take this lying down. In fact, that's probably the worst way you could take it — missionary style. "Somewhere around mid-second trimester, and definitely by the third trimester, the weight of the uterus makes the missionary position uncomfortable, and possibly unsafe, due to compression of the blood supply by the uterus," explains Valerie Davis Raskin, M.D., author of *Great Sex for Moms* (Fireside).

What to do, then? "Let your body naturally guide you," says Raskin. "The positions that are most comfortable now for sleeping are also most comfortable for lovemaking. For example, you could try 'spooning' on your side — your husband enters the vagina from behind you."

#### **Exciting escapades**

Feeling a little more adventurous? "We found the best position for me was having my husband behind me while I was slightly bent over holding

# THE POSITIONS THAT ARE MOST COMFORTABLE NOW FOR SLEEPING ARE ALSO MOST COMFORTABLE FOR LOVEMAKING.

on to our headboard, wall or countertop," says 34-year-old San Jose mom-to-be Cinnamon Trimmer, who most likely has given birth to twin boys by the time you read this.

Trimmer and her husband tried spooning but, she says, "It never worked for us." Of course, they've had some practice at this stuff. Three years ago, Trimmer had major back surgery and ever since, she says, "We've been creative with pillows and anything else within grabbing distance of the bed."

A perennial favorite with pregnant women is the delightfully named "doggie style." This position offers couples "freedom of movement," says Sandor Gardos, M.D., president and CEO of MyPleasure.com, a Web site dedicated to educating people on sexuality and sex toys. He explains: "She's on her hands and knees. He stands or kneels behind her." In addition to allowing both partners greater flexibility, "This position allows him to reach around and fondle her breasts, belly and clitoris," says Gardos.

If that sounds like a little too much contact for you, you have other options. "So much of my body was sensitive when I was pregnant," says 28-year-old Gracie Harris\*, a Brooklyn, >>

New York mom of three. "I wanted to have sex, but I didn't really want my husband to touch me. I would lie on my side, and he would enter from the front with one of his legs up over my body. It was a little bit awkward, but it worked for us."

#### Open your mouth... to talk

One of the best ways to get comfortable for sex when you're pregnant is to get comfortable talking about sex. If you think it's too hard, consider this: My dad reads everything I have ever published. If I can write it, you can talk about it with the guy you married.

According to Gardos, "Many couples see sexual discussions as this sheer cliff they must scale — and can't. Adjust your thinking. Sexual discussions aren't that different from talks about money, family or other relationship issues. If you have a matter-of-fact attitude, sex is usually easier to discuss." He suggests an open, honest question: "How are you feeling about sex lately? Are you more interested? Less? Or about the same? Let me tell you how I'm feeling."

#### Try something new

Look at pregnancy as a time to experiment and explore your relationship a little bit differently. "Before my first pregnancy, I was fairly passive during sex," says Kirsten Blue\*. "Now, at 30 weeks, I really like being on top. I straddle my husband's hips and sit on top of

Need more inspiration?

Gardos recommends
The Mother's Guide to
Sex by Anne Semans
and Cathy Winks
(Three Rivers Press,



him. It puts me more in control, and I'm having a lot of fun." Gardos points out that this position "also allows both spouses to massage her big belly and larger breasts, another erotic treat."

women whose voices enrich the text," he says.

No matter which positions you try, Gardos advises, "Use lots and lots of pillows. Anything that props her up and keeps her upper body elevated will be more comfortable too."

So surprise your sweetheart: Try something new tonight! And when you can't wipe the silly grin off your face at your next caregiver's appointment, we'll let you decide for yourself just how much you want to share. \*\*

About the author: Abbi Perets is Pregnancy & Baby's Senior Contributing Editor. She lives with her husband and two daughters in Southern California.

\*Some names have been changed to protect privacy.

The last thing breastfeeding moms want to wear is clothing that screams "nursingwear."

So the designers at Expressiva Nursingwear have come up with fashions just for you that look like stylish non-nursing clothes from the outside, yet conceal openings for discreet nursing.

# NURSING-BY ELISA HARTSTEIN CHISTOPHICAL STREET STRE

How do we do it? Here are some of the ways:

Butterfly Twinset with Lace Trim -3/4 Sleeve \$44.00 TWINSETS: Since twinsets have been an important fashion trend in women's clothing over the past few seasons, we design them with nursing openings in the underlayer. Twinsets are ideal for nursing because the openings are completely hidden, and they make discreet nursing very easy. Just move aside the fabric on either side of the twinset to access the openings beneath. While nursing, simply drape the top twinset layer over your nursing baby to stay completely covered. >>

STYLE CLICKS Find a wide range of styles for breastfeeding moms — including clothing from Motherwear, Bravado, Bellawear, Expressiva and others — online at Showing. Click here!

**HOODIES:** These have become popular in women's clothing, so we developed an ultra-comfortable zippered hoodie. It has the look of a zippered hoodie over a tank top. but the inner panel is attached Stylish Athletic and has nursing openings. Hoodie From the outside, no one can tell that it is designed for

nursing; but when your baby is hungry, you simply unzip partway to access the opening.

**CROP TOPS:** This style, which allows you to lift a top layer to access nursing openings in an underlayer, is still very popular. The openings are well concealed in crafty ways. For example, one of Expressiva's crop styles has lettuce edging on its hems and bottom layers;

the double layer look appears to be form over function, when in fact it's quite the opposite.

Two of our best-selling cotton tops can be worn for pregnancy and nursing, and look great either way. Our classy one-piece twinset and best-selling cardigan have an inner (nursing) panel that is detached at the bottom seam. These styles can expand with your growing belly during pregnancy, so they're ideal for moms who are pregnant and nursing. They also work well for expectant moms who want to save the expense of yet another wardrobe change after their babies' births.

Just because you're giving your all to grow a healthy baby, you don't need to sacrifice fashion, quality or style in nursingwear. As a new mom, you'll want to feel stylish and "normal" again without any hassle — and fashionably functional nursingwear will help you achieve that. \*

**About the author:** Elisa Hartstein is president and founder of Expressiva Nursingwear [www.expressiva.com]. The mother of three, she lives in St Louis.

## oãmp•mate

Lettuce Edge

V-Neck

Breastfeeding moms - Need a great way to store pumped milk? Try Pumpmate FREE!

Simply purchase three (3) of the Pumpmate Refill Kits online or at a Wal-Mart or Babies "R" Us store in your area by June 30, 2003, and you will receive a FREE Pumpmate Starter Kit! That's a \$24.99 value -- and yours free! Click here for the guick & easy signup!



discussed only in hushed tones, if at all.

Having a baby is cool - no doubt about it.

BY NANCY J PRICE

#### \* We've come a long way

Since every single one of us is the result of a pregnancy, you'd think it always would be considered a normal part of life. But no. In fact, just a generation ago and beyond, talk of pregnancy was taboo, particularly on TV, radio and the big screen.

"For the first half of the 20th century, the media were extremely nervous about even discussing, let alone portraying, pregnancy," says Paul Levinson, PhD, professor of media studies at Fordham University in New York City. "In the 1940s, a woman could not be described in a movie as 'pregnant.' The preferred phrase was 'in the family way."" >>



NBC's Friends achieved its highest ratings in years when Rachel gave birth in prime time.

The hip and cool MTV aired a documentary about singer Brandy's birth and new baby.

Since then, perceptions about pregnancy have changed. The process began slowly at first. Once special part of life. "Currently, pregnancy is regarded as such a positive, life-affirming activity - which,

society at large realized that expecting moms were not secondclass citizens, however, the media embraced the concept with a vengeance. Now, not only are depictions of pregnancy no longer

Instead of 'hiding' a pregnancy, women are flaunting their full figures with pride

forbidden, they're downright fashionable.

For examples, look no further than the same tube that used to portray married parents sleeping in separate twin beds. In the spring of 2002, NBC's Friends achieved its highest ratings in years when Rachel gave birth in prime time. Likewise, Miranda's pregnancy on HBO's Sex and the City was big news, and two of the cable network TLC's biggest shows are the slice-of-life programs A Baby Story and Maternity Ward. Even hip MTV got in on the act, airing a documentary about singer Brandy's birth and new baby.

So in life as in art, pregnancy is no longer a "delicate condition" whispered about behind cupped hands. Women are more proud than ever to be building a family, and they are free to acknowledge that growing a baby is a phenomenal and

of course, it is - that media are pleased to tout it," says Levinson. "And why not? It bespeaks optimism, confidence in the future. I expect this trend to continue. "

Lisa Marie Coffey, PhD, a sociologist and author of Getting There With Grace: Simple Exercises for Experiencing Joy, agrees. She says the days of ambition and stock-savvy as the be-all and end-all are gone: stability and security are the new ideals. "Families are what it's all about. Being married is in, having kids is in - and being pregnant is sexy!" says Coffey. "When beautiful Rachel's baby-to-be on Friends was greeted with love, warmth and super-high ratings, that just sealed the deal. This is a definite trend that reflects the mood of the country."

#### Bellies on parade

Coffey also notes a change in fashion. "For a while now, maternity fashions have been more form-fitting. Instead of 'hiding' a pregnancy, women are flaunting their full figures with pride!"

Rebecca Matthias, founder of Mother's Work, the company behind the clothing >> designs at A Pea in a Pod, Mimi Maternity and Motherhood Maternity, agrees. "We love showing bellies!" she says. "Since we have so many cool body-hugging looks and underbelly styles, we like to use women who are six or seven months along, when their bellies are really showing and we can take fantastic photos of their new figures."

Indeed, when Annie Leibovitz shot a photo of pregnant actress Demi Moore for the August 1991 cover of Vanity Fair, she didn't pull any punches. Moore appeared nude, very pregnant, in profile... and gorgeous. The cover shocked America ("Pregnancy is sexy?!"), but the picture quickly became a cultural icon.

#### Not everyone's a supermodel

Sometimes the trouble with cultural icons. though, is that the rest of us feel inadequate when we don't live up the standards they set. Do you have to have Demi's figure to shine? Nope. These days, the rest of us get some media representation, too.

Cristina Pieraccini, professor of communication studies at the State University of New York at Oswego, appreciates what Demi and Friends have done to boost pregnancy's stock. "However," she says, "more realistic was when Jane Pauley and Katie Couric got large like the rest of us. Now that was the breakthrough, as far as I am concerned. >>



They gained weight everywhere, like real women."

When it comes to being real, even the maternity fashion companies are trying to do their part. "We're constantly updating our look with every photo shoot we have," says Matthias. "Each of our customers needs to be able to relate to the women they see wearing our clothes, so ethnicity and body type definitely play a big role in the selection process."

#### Attitudes still changing

Liza Elliot-Ramirez of New York's Expecting Models talent agency is seeing a surge of requests for pregnant models, even for shows and ad campaigns not related to those nine months. "There's been a shift in perception with

advertisers, marketers and casting directors. Even men are embracing the idea [of hiring pregnant women],"

she says. "They say, 'You women are sexy!'"

"Overall, I think the depiction of pregnant women in media is a good thing," Pieraccini says. "It takes away the myth that pregnancy must be hidden, that maternity clothes can't be fashionable, et cetera."

And as for the future: It's all about us. The more we love our powerful pregnant selves, the more we—and the world—will see of expectant mamas. "The media pick up on this sentiment," says Coffey. "It's art imitating life." \*\*

OLIAN

maternity









**56** PregnancyFashion.com



#### Can I really wear that?!

"While I don't trot around in Spandex all the time, I definitely feel better about my body when I work with it rather than try to hide it. I always remind myself that I'm probably the only one who sees most of the 'flaws' in my body! My husband prefers, too, when I wear tops that accentuate my belly, and my maternity bathing suit actually shows my belly (without being a string bikini!). I just feel so frumpy if I wear huge baggy stuff! I'm thoroughly enjoying the changes in my body to accommodate my precious cargo - it only lasts for a short while!" -Jessica

"I actually like to wear fitted maternity clothes. It has been difficult, but I have learned to love my body (and my big belly) how it is now. My husband is always reassuring me, which I thank him for! But I see the pregnant body as something beautiful and something that should not be covered up with baggy clothes. Because you are not 'fat,' you are carrying a baby who has lots of demands on your body. And it is true that only you yourself can actually see all your flaws. I have this 'I don't care what others think of my body' kind of attitude now. I will wear something regardless of how others will perceive me to look, and I

will wear something regardless if I think it

makes me look fat." - Liz >>

#### ON ANOTHER NOTE

OF COURSE, NOT **EVERYONE LOVES THE CLOSE-FITTING FASHIONS.** HERE'S WHAT ONE OTHER MOM-TO-BE HAD TO SAY:

"I don't care much for the formfitting clothes, maternity or otherwise, either. I'm not single, I'm not trying to catch 'that' kind of attention, so I prefer wearing clothes that are attractive without showing off every nook and cranny. It seems, however, that the major trend is toward those types of clothes. I walk through the junior dept. and it looks like little girl clothes. I walk through ladies and it looks like juniors. **Everything is so tiny! And** when you see models wearing maternity clothes, heck, they don't even look pregnant to me. They just put a little pooch under the front. I was in Gap Maternity and I couldn't tell if

were maternity or not. Most looked

like regular shirts." - Melissa

all the clothes

#### Can I really wear that?!

"I think it's about perception and how we feel about our bodies. We feel that they are bigger and less attractive, and so we have this instinctive reaction to hide them. But I really think that tastefully fitted clothes do look better than baggier, less form-fitting stuff. It's just really hard to convince ourselves as we look in the mirror. I'm having a hard time keeping that in mind, too, by the way. I won't wear stuff that's clearly too small, but I am going to try and wear things that fit to my new shape, rather than hide it. I think I'll feel sexier in the end." - Terri



"I like more form-fitting clothes. I used to always wear everything big, and then realized that while I thought I was covering up it actually made me look bigger than I actually was. Don't get me wrong, I don't like tight clothes either, but feel better about myself in something that isn't huge. Anyhow, wear what you are comfortable in and don't be afraid to show your body off a little!" - Sheila \*







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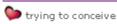
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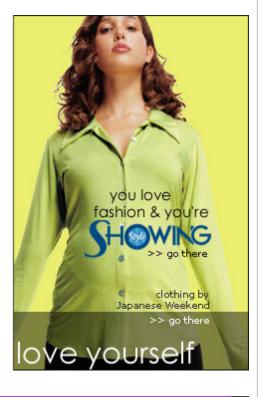
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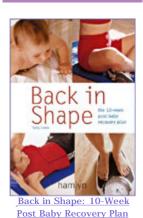
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Nancy: "I originally expected that our third would be our last. But that baby, our first boy, was such a charmer, it wasn't long before we decided to have one more. I was pregnant on my son's first birthday. Everyone was surprised by the news, but my oldest daughter -- 6 at the time -- had the best reaction. 'You're having a baby?!' she asked, incredulous. "But you just

**Betsy:** "For all that we talked up baby #3 while I was expecting her, it was clear that the big girls (then ages 2 and 3) just weren't getting it. I think this is to be expected, since even grown-ups wrangle with the concept of a new personality in the family and how it will impact life ever after. Is there really any way to fully prepare for this?!"

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#### quirks of motherhood



**Going ringless?** "Myfingers have been getting a bit swollen and my wedding ring is getting tighter. I wonder if I should keep it off until after the baby is born. I'd prefer to leave it on because I hate the thought of not wearing my wedding ring." Click here for more

No name: "I have only two weeks and a day to go until my due date and I still have no idea what to call this little girl. HELP! How did you choose names for your baby?" Click here for more

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#### Have you named your baby yet?

Yes, and I'm telling everyone

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Yes, but not telling anvone

I have it narrowed down

Not vet!

I will decide after the birth



- All about belly casting
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#### **primomommy: I'm a preggo-chondriac!**"Crazy thoughts enter my head during the two week wait: • Metallic taste: I'm pregnant. • Dry mouth: I'm pregnant. • Too much saliva: I'm pregnant. • I am exhausted: I'm pregnant. • Strong smells: Definitely pregnant. • Salty cravings: I must be pregnant! • Not hungry?! Come on now, pregnant! Well golly gee, who even needs a postive pregnancy test with symptoms like these???! Only a few more days and I'll know if I really am pregnant, or if I -- like thousands of other women who are trying to conceive -- am just suffering from symptoms of being a preggo-chondriac." more of primomommy's journal! The freshest blogs Get your own blog! something fun for big sibs Click here now to learn more about HighlightsKids.com! HighlightsKids: A safe place to play from the publishers of Highlights for Children let us scope out the bargains for you! (it's fun!) Freebies, coupons & other bargains: pregnancy deals | baby deals | email updates

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