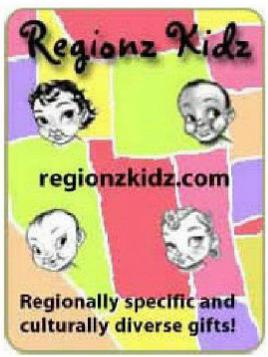


BUMP WATCH EXPECT GROOVY APRIL 08

THE BELLY FILES
MATERNITY FASHION'S HOTTEST HOUSES TALK SHOP-PING

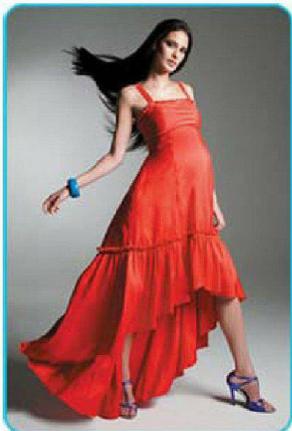
Looking and feeling pretty, oh so pretty isn't always easy when your belly is a-swelling. A lot of times mamas-to-be resort to oversized (read: frumpy) clothes (read: their husband's), feeling as out of touch with the latest styles and how to wear them as they do with their growing bodies.

THE FAMILY GROOVE is here to say that you don't have to sacrifice style for the next nine plus months—and you don't have to spend a fortune to do so either. Each month, we'll give you the skinny on the hippest bump styles à la mode straight from the fashion experts who created them.

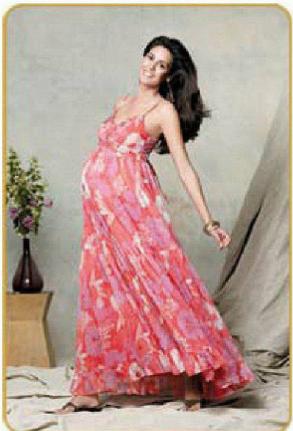


APRIL 2008

Rebecca Matthias, president and chief creative officer of A Pea in the Pod, Mimi Maternity and Motherhood Maternity, weighs in on the prettiest pregnancy looks for spring, reminding you that just because you're pregnant, you don't have to give up your sense of style.



This spring is all about color, so choose pieces that are bright and fun. Pick up some staple items, such as a swimsuit, graphic tee or patio dress, with splashes of oranges, hot pinks, aqua blues and even shiny jeweled-toned metallics.



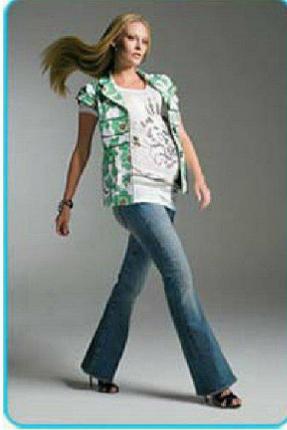
Spring will also feature pretty floral and print dresses, helping moms-to-be feel sophisticated, flirty and yes, even sexy.



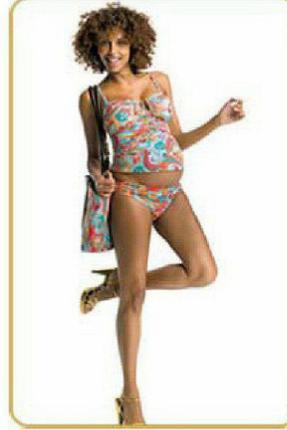
Wide leg pants and jeans, cropped jackets and embellished waistlines are a hot trend this season.



Add a pair of Secret Fit Belly jeans from A Pea in the Pod, Mimi Maternity or Motherhood Maternity. The Secret Fit Belly is a revolutionary patent pending, belly fit that uses seamless technology for the most perfect fit ever—especially when wearing those tiny summery tanks and tees. What makes these jeans a maternity wear must-have is the unique way the Secret Fit Belly panel molds to the shape and contour of your growing belly and offers expecting moms a new and exciting way to cover their baby bumps. The result: no more creases. Fitted tops fall smoothly over the belly for a natural look and feel. Every woman, with child, should own a pair of these.



Spring weather is always unpredictable. Lucky for you, layering will be a popular look this spring. When creating this look, be sure to layer items of different proportions, such as a waist defining top, wide skirt and cropped jacket.



And as spring turns to summer, you shouldn't worry about what to wear at the pool or beach. You can still wear a swimsuit when you're pregnant—even a bikini. There is no question that your body will change throughout your pregnancy and trying to squeeze into pre-pregnancy swimwear never works. I always encourage women to try on swimsuits to find the fit and support that works best for their bodies. The halter top style works well for additional support in the bust and a little extra room in the belly area is important to accommodate your growth.

For more great style with substance, go to www.motherhood.com, www.apeainthepod.com and www.mimimaternity.com.

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