

Joy mother & baby - Looking and feeling fabulous at every stage of pregnancy

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Looking and feeling fabulous at every stage of pregnancy

Nurturing a new life has to be one of the most inspirational, magical and life changing experiences. Joy mother and baby recognize retaining a preferred dressing style with beautiful, simply styled, easy to-wear maternity essentials is as important for mums-to-be during their pregnancy as any other time. We're delighted to offer a contemporary selection of branded maternity fashion pieces cut from soft, stretchy cottons or fine linens and delicate chiffon fabrics. With a choice of staple colours, refreshing tones and bright shades you will be able to mix-and-match several outfits effortlessly, building a complete, 'any occasion' maternity wardrobe with only a handful of core items.

With a choice of Internet shopping, mail order, one-to-one at home personal consultations or exclusive party planning, shopping with Joy mother and baby is utterly convenient, totally civilized and highly pleasurable. Regular special events offer women the chance to shop for a maternity wardrobe, meet pregnancy experts such as obstetricians, nutritionists and natural therapy practitioners and also socialize with other women who are in the early stages of pregnancy.

"If you psychologically feel good when pregnant you will be healthier and happier which is good for baby," explains Dr Donald Gibb, Consultant Obstetrician*. With Joy mother and baby, looking and feeling fabulous at every stage of pregnancy couldn't be any easier!

Delivering a personal service

Offering a personal home consultation is integral to the Joy mother and baby service.

Joy mother and baby's personal consultation service, includes a two to three hour viewing with personal recommendation on optional clothing ideas and dress solutions specifically tailored to a client's lifestyle and particular dressing needs.

Dr Donald Gibb adds: "Pregnant women experience a lot of hormone and body shape changes which can effect their self confidence and this can be boosted by great styled and refreshing clothes and one-to-one pampering can really help."

Offering mums-to-be maternity fashion ideas and dressing solutions that create an all-occasion, capsule wardrobe in the comfort and convenience of her own home has to be the very best way to shop! The At Home Personal Consultation service is currently available throughout London and the Home Counties at a cost of £10, which is totally refundable against two or more purchases made on the day. UK wide consultations are available upon request.

Spring/summer collection 2004

The Spring/Summer 2004 collection consists of 50 pieces for work, weekend and evening dressing. Every piece is well styled, cut from the highest European quality soft heavy stretch cottons, fine linens and sheer silk fabrics. Designs include a variety of semi-fitted and fitted styles and cuts that will totally

cosset and comfort the growing body.

For work there is a range of soft rich cottons and fine linens, such as the £69 contemporary, soft cotton fitted dress by Fragile, which ensures a simply polished look for work or weekend wear. Joy mother and baby's weekend wear gracefully combines style and cut with an ultra comfy, easy-to-wear smart-casual look. For evening there is a range of delicate linens and rich georgette fabrics, such as the £190 Italian designer cream trouser suit, by Pratesi, which ensures a simply glamorous highly feminine look for any special occasion.

Fashion and beauty charity event day

Joy mother and baby will be holding a charity supported mum-to-be and new mum event. The Fashion and beauty day at the exclusive Lansdowne Club in Mayfair on Sunday 18th April 2004, 11am-3.30pm and will support the Bliss Premature baby Charity. The day's agenda includes:

- o A 60 minute spring/summer 2004 maternity designer preview, with adorable clothes from Fragile, Pratesi and Valja
- o Practical ideas for creating a capsule wardrobe and how to mix and match your clothes
- o A Harley Street, Consultant Obstetrician, Dr Donald Gibb will be on hand to answer questions
- o A reflexologist and beauty therapists offering complimentary mini beauty treatments for all mums-to-be
- o Elemis will be on hand to offer useful hints and tips on an optimum beauty regime and treat guests to some pampering
- o £20 complimentary goodie bag gift for all mums-to-be
- o Professional and informative advice along with audience question and answer session on maintaining optimum health
- o Delicious canapés and pure juices will be available throughout the event
- o Charity prize draw
- o The cover charge for the event is £10 per head. Places are limited so please book now
- o Visit www.joymaternity.com for further details and booking information. Alternatively call 0845 226 4825

www.joymaternity.com

Contact us

Press inquiries:

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Consultation appointments:

Call Paula Hughes, Director of Joy Maternity on 0845 226 4825 or 07775 680 325

The Birth Company

www.thebirthcompany.co.uk

Call 020 7725 0528

*Dr Donald Gibb graduated in Medicine at Edinburgh University. Based at Kings College Hospital London he specialised in obstetrics and gynaecology, He is a member of the Royal College of Obstetricians and Gynaecologists having been awarded the gold medal in 1980. He was made a member of the Royal College of Physicians in 1981 and a fellow of the Royal College of Obstetricians and Gynaecologists in 1991. In 1984 he was appointed Consultant in the Department of Obstetrics and Gynaecology at Kings College Hospital London. In 1990 he was awarded an MD from Edinburgh University for research work done in Singapore on labour and delivery.