

A new range of functional fashion is blitzing the market – nursing fashion



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Industry: [Apparel & Fashion](#)

Press Release Summary: Nursing mothers are seeking tops that are not obviously a nursing garment.

Press Release Body: **Fertile Mind's** Goddess nursing top is a case in point. The flattering bust line cleverly hides discreet feeding openings.



The leading nursing fashion is the **Glamourmom** range with build-in nursing bra tanks and tops. Featuring 4 different styles and a wide range of colours mums feel comfortable and support while they nurse discreetly.

Another clever design from **Mothers en Vogue** is the Classic Sleeveless Ruched Top – a floaty, feminine style in pale pink or black.

For those who prefer to draw attention away from their upper arms, the short or three quarter sleeve **Fertile Mind Henley** has enough stretch in the fabric for use as maternity wear as well as nursing.

Fertile Mind's nursing fashion gives mothers more choice in supporting their decision to breastfeed their baby.

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