

Maternity wear revolution



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Press Release Author: [Fertile Mind](#)

Industry: [Apparel & Fashion](#)

Press Release Summary: A clever idea from Australia will revolutionize maternity wear in the US.

Press Release Body: **Belly Belt from Fertile Mind** is a simple kit that elasticizes waistbands in regular clothes so they can be worn during pregnancy.



Fertile Mind president Christine Kininmonth says **Belly Belt** has changed the way Australian women enjoy the early months of pregnancy. *"Hiding their condition from work colleagues is one of the reasons customers give for buying a Belly Belt", she says. "You look*

and feel like you always have, while you adjust to the changes in your body shape."

Fertile Mind's success in Australia has led it to expand into the US, and the growth includes a move into nursing clothing. "*Nursing clothing is a boom industry*" says **Peter Hooker, Christine's business partner**. "*We specialize in nursing tops that, like the Belly Belt, reflect regular fashion trends.*"

Christine Kininmonth and **Peter Hooker** where a popular exhibitor at the **Mom2B Trade Show**.

For further details you can also see www.fertilemind.com or contact **Kylie Mills-Coleman** (kylie@fertilemind.com.au) in Australia.

Web Site: <http://www.fertilemind.com/maternity-wear>

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