

Nursing top trend shows no sign of slowing



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Industry: [Apparel & Fashion](#)

Press Release Summary: The rise in breastfeeding corresponds with a similar rise in demand for suitable clothing that can allow discreet breastfeeding.

Press Release Body: 83% of Australian women will try breastfeeding their baby and many will continue for up to a year. So the message from the World Health Organisation that breastfeeding is recommended for all infants is getting through to most women.



Glamourmom is a leading brand of nursing tank with drop down straps which access the breast. Tanks can be worn as outerwear, underwear or sleepwear. They are designed to replace the maternity

bra and come in a range of colours and lengths. **Glamourmom** also hides the post partum tummy when an outer shirt is lifted for feeding. All **Glamourmom** tops have discreet clips that blend in with the top colour – making them almost indistinguishable from a regular tank. Cotton makes **Glamourmom** a comfortable choice as summer approaches.

Tops with sleeves and breastfeeding access are also popular – making feeding a baby while working even more discreet. Corporate styles with long, short or no sleeves are available from **Fertile Mind**. Bright prints give a big nod to fashion trends and breathable fabrics again work best.

Breastfeeding fashion is a popular trend that is here to stay, here's hoping breastfeeding rates increase even more as a result. For breastfeeding fashion and **Glamourmom** nursing tanks go to www.fertilemind.com.au.

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

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