

**FASHION DISRUPTOR #1
STARTUP**

It's 1995 ...and maternity fashion was stuck in the 50's.

The fashion industry indeed thought maternity-wear was too small a category, not worth bothering with.

- Unlike Princess Di, regular women were expected to 'make do' with hand me downs & wear their husband's shirts. Not spend money on themselves but save it for the baby. Hide the bump and generally, just stay home.
- When eventually they had to, it was expensive.
- Available only in 'speciality' stores on the high street, usually run by grandmothers who stocked the same styles *they* wore when *they* were pregnant in the 50's.
- Even if you were modern, chic, professional and wore head-to-toe black, (the 90's, right?), you were expected to somehow develop a liking for wearing pink bows, flowers, polkadots, ribbons and pleated frocks the moment you fell pregnant.
- Women felt let down, insignificant, and abandoned by the fashion industry.

Then one day...



...Lycra was invented.
And the Pregnancy Survival Kit was born.



Black, body hugging, stretched over your bump.
Stylish, chic, affordable, and comfortable.

- Overnight success in a much ignored & previously considered niche market
- Launched as a 'Solution' brand with 1 product, in 1 colour
- Famous for giving a voice to women so far made to feel unattractive, frumpy & invisible by the fashion industry, and patronised by society

Maternity matters

The revolution in fashion for pregnant women continues to gain momentum.

Liquid satin, the most popular maternity fabric, is still the most popular. It's soft, stretchy and comfortable. It's also the most expensive. But it's worth it. It's the fabric of choice for many pregnant women.

WIN 101

WEDNESDAY LISTING

Page 1: JENNIFER CALDERARO/STYLING: JANE DE TELIGA, MELBOURNE, VIC., AUSTRALIA

Basics for bellies

Don't be a slave to bad fashion when pregnant

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shopping

IT COMES in a box

Fashion tip

The classic white shirt. One can usually be found in a drawer, because it's one of the most timeless items of clothing you can own. Now, just because you're pregnant, doesn't mean you have to abandon all your favourite fashion items — far from it. And if you don't already have one, it's time to invest in a classic white shirt. The key is to invest in a shirt that's made of a soft, smart fabric like cotton. Add a jacket for the full-on look. Features: here are three great shirts, all designed to produce a classic look and all the same time offer room for a pregnant belly. You may even like the circle, fresh look by more than you think to invest in more than one — or a range of different colours.

REGNANCY MAGAZINE W399

anticipation, and it's another grandchild for my mum and dad. It's a great time for us all."

During the first few months of her pregnancy, Jennifer experienced nagging fatigue that made her reduce her workload and travel between Melbourne, where she lives, and Sydney, where *Good Medicine* is produced. "I had a lot of tiredness during that initial period and with that some queasiness," she says. "No morning sickness as such, just a general ill feeling. I had an early aversion to dairy foods and coffee. I couldn't stand to even smell them. There were no cravings, though. But I have to admit that I pretended to have cravings. I'd say, 'Ben, I need some mango and I think we should have Chinese food, again.' Ben doesn't like Chinese food and I'd say, 'I have to have it.'"

The only change to Jennifer's diet is that she now "eats more" than ever before. "I started eating more almost as soon as I fell pregnant and I am still eating more," she laughs. "Ben just looks at me and says, 'How can you have room to eat that much?'"

As for her clothing, Jennifer has hardly changed her wardrobe at all. The day we meet she is dressed in a smart, loose-fitting orange silk shirt bought before becoming pregnant, draped over a black stretch maternity skirt that she bought before becoming pregnant.



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tummy. "The first thing I did was buy a pregnancy survival clothing kit at one of the big department stores," she says. "I started with that as a standard and mixed and matched bits and pieces along the way."

Jennifer and Ben have intentionally avoided knowledge of their child's sex. "We both felt that we should wait to find out," she says. "I know a lot of people like to find out early these days so they can make plans and choose a name but we want to look at this little person before we choose a name."

With her current commitments to *Good Medicine* at an end — she will probably return in some capacity later in the year — Jennifer's attention is now solely on bringing baby home. "We've got the bath, got the change table," she says, declaring that the nursery is ready for its occupant.

Jennifer has also spoken at length to her own mother, Dorothy, 65, about childbirth. "My mother loved having babies," she says. "She had six children and it was always a great experience for her. I choose who I listen to because there are people out there who love to tell you their horror stories. And my mum's stories are lovely. She's my role model in all this, for sure. She loved being a mother and still does. And she's always said, 'You don't know how deep love can go until you have a child of your own.' Her advice to me was that I should savour it and love every day and that's what I intend to do."

— MICHAEL SHEATHER

Photographed by James Calderaro. Styled by Jane de Teliga. Hair and make-up by Annette Campbell. Shot on location at Crown Towers, Melbourne.

Living

WEDNESDAY SUNSHINE COAST

MARCH 1, 2000

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HEALTH BEAUTY SHOPPER BABIES WEDDINGS STYLE GIVEAWAYS HOME FOOD

Fa

Comfortable stylish. These fashions are turn wherever the office, a family or a family of

The classic white shirt is an essential item for every maternity wardrobe. Team a crisp shirt with a pant suit for the office and more formal functions, or sit back and feel comfortable in your white shirt and favourite jeans. You can't go wrong with the wide variety of styles available this season.

68 Pregnancy & Birth

Donna's pregnancy cravings

Prunes, green olives and custard

A crazy diet seems well-suited to the needs of her "daredevil" baby

Speeding around Melbourne's Grand Prix circuit at 170km/h, gorgeous Donna Gubbay had no idea there was a baby on board her sleek BMW.

She was conscious only of the adrenalin rush as she lapped the track, but that was nothing compared to the discovery that she was also pregnant!

Now Donna can at last reveal the biggest secret of her life. She's expecting her first baby — already dubbed the "little thrill-seeker" by her musician husband Neilsen Gough — in November.

Donna explains, "Unbelievably, it turns out I was pregnant when I drove in the Melbourne Grand Prix celebrity event earlier this year.

"There I was, screaming around Albert Park at 170km/h, not for one second realising I was expecting a baby!

"It didn't show up in the routine tests we were given before the race, and there was no hint of it until I started feeling queasy the night of the Grand Prix Ball.

"By that time, I'd also been stuck in a lift for an hour — it was sweltering and rescuers had to push a straw through the doors to give me a drink — so we've had quite a few adventures already!"

Safely home in Sydney after yet another action-packed week, Donna isn't bothered by her newfound craving for organic prunes, custard and big, green olives. In fact, after a second test confirmed her pregnancy, the former TV host simply couldn't be happier.

"We were thrilled,

because we'd planned to have a child this year." Since leaving Network Ten's *E! News* late in 1999, 32-year-old Donna has finally had time to relax with Neilsen, work on the bush cabin they're building outside Sydney — and travel half-way around the world on the trip of a lifetime.

Ice-skating around the Eiffel Tower on Christmas Day, they went on to celebrate New Year's Eve in New York before visiting Las Vegas, LA and Tahiti.

"It was a real splurge, but we wanted to enjoy ourselves before I got pregnant," grins Donna, who met Neilsen seven years ago.

It was a case of love at first sight. "I didn't let Donna go," says Neilsen, cuddling the beautiful ex-model. "She moved in three days after we met."

For now, she's staying home with her 15-year-old boy, pooping Buzz, doing some gentle yoga and talking to pregnant friends on the "bump hotline".

And the baby is taking life easy, too. Says Donna, "I had an ultrasound the other day, and there it was — lying back looking very relaxed." The happy couple know what sex their child will be, but they're not telling.

"All I'm saying is that there's only one in there," laughs Donna, determined to keep everyone guessing. "My stomach popped out very early, and people thought I might be having twins. No way!"

— Story: Jenny Brown

Neil and Donna are thrilled their dreams are coming true so soon.

Donna's baby had a high-speed start in life.

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Now that you
know and love our
Pregnancy Survival Kit®...



- Grew into a fashion collection over time
- Achieving cult status, national retail distribution, and national editorial coverage in Y1
- Sellout collections season after season, year after year



Model wears Belly Basics jacket, \$60, knit jumper, \$60, and pant, \$50
Myriam wears Chard angora-knit knee-length dress, \$180

creators and their clothes

If you've always wanted to know about the people behind the scenes of today's leading maternity labels, here's your chance to find out!

M Style tracks down Australia's maternity-wear gurus who passionately believe that you can look good, feel great and keep making fashion statements throughout your pregnancy. We find out who they really are, what motivates them and what they have in store for you this winter

Label: Belly Basics
Designer: Myriam Loda

Inspiration: "Belly Basics began with The Pregnancy Survival Kit in New York to provide funky, workwise clothes for pregnant women."

Ethos: "We use durable fabrics to move with you as you grow but still make a fashion statement. Women working later into their pregnancies need office/street chix!"

Style: "Coordinates are a must; buy early and make the most out of winter gear. This pant and jacket is just one example of an outfit you can dress up or down."

The Future: "We now create a wider range than ever; this season's collection presents greater options for office wear. Belly Basics maintains you shouldn't have to compromise your regular style while you're pregnant!"

Photographer
Franciska
Rauwenhoff
Hair & make-up
Brights (Pep)
Model: Jennifer
(Chadwick)
Fashion details,
last pages

18 M/S

Chicing it out from here to maternity

By ROBIN ROBERTSON

BELLY Basics is just that: basic clothes for the growing belly. The nine-month belly.

The basics are packaged in a box labelled The Pregnancy Survival Kit, and inside are four separate pieces — a dress, a top, a pair of tights and a skirt, all cunningly designed to fit, yet expand, around the pregnant woman from conception to birth.

Cost? About \$140.

It hit the shops in April, and has so far clocked up \$1 million in retail sales.

Licensed exclusively by a small Australian company, TLON International, and developed for the Australian and New Zealand markets, Belly Basics has proved to be a good idea at the right time and the right price.

Owners of TLON, Ms Myriam Loda and Mr Michael Locke, were astonished by the success of Belly Basics. "We knew it was good, but we were not prepared for the demand," Ms Loda said. "It is the truly perfect maternity wardrobe in a box."

"Associates of ours came across The Pregnancy Survival Kit when it was launched in Bloomingdale's in Manhattan in September 1994," she said. "We got in touch with its New York creators, Cherie Serota and Jody Kozlow Gardner, and we decided to license the product in



NINE-MONTH WARDROBE: Ms Loda says the huge demand was unexpected

Picture: LEAR

presented it to them, they wanted to stock it.

"Now we are racing to meet buyers' demands, and we have fantastic orders for the rest of the year."

The Pregnancy Survival Kit is a

new wardrobe, yet women often have a working life with dress rules.

Traditional maternity wear favours floral prints and frills. A professional career does not.

Ms Loda said: "In general, when we bring a product to the market,

"And in every aspect, we want to be at the perfect price point."

The garments — of cotton, 10 per cent lycra and a pinch of polyester — are manufactured in Australia. The fabrics are plain and unadorned, and the maternity frills

are

But DJs has no maternity department, a small hiccup that we overcome by the discreet nature of the packaging, so the store felt comfortable about setting up a display of Belly Basics boxes in its ground-floor hosiery department.

The first garment kit to be released played it safe in black. A navy blue version has just been released. Two tops in a box are also putting on a sister act, and the next product will be a limited edition dress released in time for Christmas.

"We do not feel Belly Basics are fashion items, but a label which is very much alive," Ms Loda said. "We will be constantly updating the skirt and sleeve lengths and adding single matching items. For winter we are planning a black velvet evening dress."

"We have been in business just over 12 months. It took a while to set up the Belly Basics concept and we did not make any money for some time. We are still working in excess of 12 hours a day."

Belly Basics will be a hard act to follow and TLON is picking and choosing its next product idea from trade fairs around the world.

They are turning their attention to men and are researching two lines of menswear: one will be an Australian-made range of classics but loose basics, and the other more tailored and fashionable.

Belly Basics
Much acclaimed sell-out brand, NY/Australia/NZ

- I spotted the opportunity in NYC whilst on holidays
- Researched the need back home at the time, Australia
- Obtained the license from BBNY to manufacture & distribute in Aust & NZ
- Sold the PSK into every high st multiple and department store in Aust
- Managed a PR intern who made it newsworthy
- Developed the products after much research and consultation with pregnant women. Sketching, sampling, testing, iterating, until they passed their rigorous and difficult demands for comfort, style and price - season after season
- Managed relationships with major buyers
- Managed all creative: product vision and style, brand, packaging, photography, events, in-store concessions POS