



**baby  
agency**

**PRESS RELEASE OCTOBER 23 2013**

## **BABY AGENCY AND MAMA JEANIUS COLLABORATE**

- Leading British maternity jeans specialist, Mama Jeanius, is proud to be working in partnership with Award Winning London Baby Agency
- Baby Agency, the Agent & Distributor represent premium maternity & baby brands for the retail industry

Mama Jeanius offer designer maternity jeans that are uniquely designed to adapt throughout the whole pregnancy, whilst remaining stylish and comfortable.

Baby Agency represents premium Maternity & Baby Brands from their stylish London Showroom.

Mama Jeanius: As worn by **Zara Phillips, Rachel Stevens, Katie Piper, Kristina Andriotis, TV presenters Nicky Hambleton-Jones, Kirsty McCabe, Amy Garcia, Holly Matthews & Stacey Solomon**

Mama Jeanius Awarded **Best Maternity Product by Loved By Parents 2011**, nominated for **Best Maternity Fashion by Practical Parenting & Pregnancy Awards 2012/2013, Finalist for Best International Trader, Mumpreneur Awards 2013**



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Mama Jeanius offer three different styles of jeans in a variety of colours and cuts. Katie Powell, founder and CEO of Mama Jeanius said, **“For the new collection we have enhanced the cut, the fit and the detail in the design. We have worked with our customers, listened to their needs and I am confident that these are the best designer maternity jeans available on the market, all at an affordable price. We are very pleased that Baby Agency will be showcasing our award winning jeans.”**

Anthony Powell, Mama Jeanius co-founder and COO commented, **“We are thrilled to have Baby Agency represent our UK business. Baby Agency has a fabulous showroom to allow prospective retail customers to browse the collection, whilst looking at other high quality and likeminded brands which include Shnuggle, Babylonia, Boob and Koeka.”**

Liz Pilgrim, Baby Agency founder and CEO commented, **“ I am really pleased to have Mama Jeanius as part of Baby Agency. I represent a series of Award Winning multi-national Brands and Mama Jeanius is a natural fit for us. Having spent over a decade working in the maternity and baby market I have a wealth of experience that will help support the growing maternity jeans brand, Mama Jeanius.”**

#### Contact Details:

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[www.mamajeenius.co.uk](http://www.mamajeenius.co.uk)



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**Notes to Editors:**

**About Mama Jeanius**

Mama Jeanius the British maternity jeans brand set-up by Katie and Anthony Powell and have created a 'Beautifully British' range. Using top quality denim, co-ordinating trims, subtly branded rivets, buttons and funky pocket lining. The results are a superb, fabulously designed, ultra-comfortable British collection.

**About Baby Agency:**

Baby Agency is an independent agency set up by Liz Pilgrim, mum of two, award-winning entrepreneur and retailer. Baby Agency specializes in premium maternity and baby brands including Shnuggle, Boob, Babylonia and Koeka.

### About MamaJeanius' Jeans

Mama Jeanius jeans have been uniquely designed to adapt for the whole pregnancy and the post partum months. They grow with you, not just on the waist but also on the thigh and bottom as your body changes, and are designed to be flattering and comfortable throughout the three trimesters and beyond. The team have developed three unique styles of maternity jeans.



Mama Joy | Skinny |  
Mid-Denim



Mama Life | Straight | Mid-  
Denim



Mama Love | Boot |  
Mid-Denim

The jeans are available in sizes UK 06 to 18 and all styles retail at £65. All of the collection are available in 29, 31 and 33 inseam. In colours light, mid, dark denim & black. Mama Jeanius offer 20 combinations of jean styles across size range of UK 06-18

### **About Baby Agency Showroom:**

Baby Agency is located in Acton, West London in a creative business district. Appointments are booked Monday - Friday but out of hours appointments can be made with advance notice. All collections are available to view and are merchandised in a demo-retail environment.



### **About the Maternity Clothing Market**

The market for maternity wear in the UK continues to grow, driven by:

- an increasing birth rate over the past decade
- a greater proportion of pregnant mums over 35
- a desire to wear fashionable and flattering maternity clothes
- 'just-style' predict that the maternity sectors will grow by 3.6% outperforming mainstream womenswear
- the total UK maternity clothing market is worth £140 million per annum with jeans and trousers the fastest growing area. 25-34 year olds spend the most on their maternity wardrobe, in particular buying jeans and tops. (Mintel, January 2010)



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**Useful links:**

**Facebook:** <http://www.facebook.com/mamajeanius>

<http://www.facebook.com/babyagency>

**Twitter:** <https://twitter.com/MamaJeanius>

<https://twitter.com/babyagency>

You Tube video: <http://www.youtube.com/watch?v=r2aF1QQQ8Uc>

**Link to cut-out photography, awards and celebrity endorsements:**

<http://www.mamajeanius.co.uk/celebrities-and-inspiring-followers/>

<https://www.dropbox.com/sh/u4nlhju3yfpbhfe/6L98PMwj4->

<http://www.hollymatthews.net/news/>