

## MAMA JEANIUS LAUNCHES NEW MATERNITY JEANS COLLECTION

- Leading British maternity jeans specialist launches much anticipated second collection – *'The Beautifully British' Range*
- Produced in the UK by Mama Jeanius, the UK's fast-growing designer maternity jeans brand
- Available in 3 styles, in a variety of colours & sizes, from a range of outlets throughout the UK, internationally and from Mama Jeanius' own newly re-launched website: [www.mamajeanius.co.uk](http://www.mamajeanius.co.uk)
- Jeanius Jeans for Mama's to be!

Mama Jeanius, the only British maternity jeans specialist, are proud to present their second collection: The *'Beautifully British' Range*.

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

For this new collection, the Mama Jeanius team have brought production back to the UK 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.

**"Best Jeans Ever! I am getting rid of my old maternity jeans and I will certainly be buying another pair of these Mama Jeanius jeans. They were great to wear after birth too, I wore mine for months after, so comfy!"** *Customer Review 2013*

**"Gorgeous jeans, fabulous deigns"** *Actress Holly Matthews, 2013*

*As worn by Kristina Andriotis, TV presenters Nicky Hambleton-Jones, Kirsty McCabe, Amy Garcia, Holly Matthews & Stacey Solomon*

Awarded **Best Maternity Product** by **Loved By Parents 2011** and nominated for **Best Maternity Fashion** by **Practical Parenting & Pregnancy Awards 2012/2013**

Mama Jeanius offer three different styles of jean 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."

To coincide with the launch of the new collection – Mama Jeanius have re-launched their accessible, informative and engaging new website, making it an even better shopping experience.

Anthony Powell, Mama Jeanius co-founder and COO commented, "We are thrilled with our new website and online shopping experience, and we hope our customers will be too! International demand now means we ship worldwide and accept payment in multiple currencies from our customers around the globe. We have developed what we hope is a really engaging and informative online experience, showcasing what we do best. We hope lots of expectant Mums, their partners, family and friends will take a look."

The new site allows mum's to be to see how the jeans will change and adapt over their pregnancy, and uses photography of real women at various stages of pregnancy to provide a realistic view of Mama Jeanius' designer maternity jeans.

In addition, the site allows the user to effectively tailor their own jeans to personal requirements and tastes.

"The Mama Jeanius brand is not just a clever name; it is an experience – from the informative blog addressing issues such as 'your first nursery' to 'the Dad's role at birth' to the jeans themselves. The jeans unify functionality and design, style and comfort," said Katie, "Mama Jeanius' jeans are affordable, fashionable, tailored to your body. It's a brand that is synonymous with the greatest event in your life. "

#### Contact Details:

For further information and images please contact  
Katie Powell on 07887 514203 or [katiepowell@mamajeanious.com](mailto:katiepowell@mamajeanious.com)

Mama Jeanius' new collection are available to buy online [www.mamajeanious.co.uk](http://www.mamajeanious.co.uk)

## Notes to Editors:

### About Mama Jeanius

Mama Jeanius the British maternity jeans brand set-up by Katie and Anthony Powell are launching their second collection.

The designer maternity jeans business was developed to solve a problem. Whilst pregnant with her first child, Katie wanted to find maternity jeans with great quality and fit, but found that the current market offering was severely lacking.

"Whilst there are many maternity jeans on the market, I couldn't find anything that really did its job properly and none that were designed to fit well throughout the pregnancy and beyond," said Katie, "The designer jeans that were available were very expensive and I quickly realised there was a gap in the market for well made and cleverly designed maternity jeans. This is what we have created with Mama Jeanius; designer maternity jeans without the price tag."

### About Us:

#### Katie Powell

Before becoming a mum to Molly & Freddy and founder & CEO of Mama Jeanius, Katie spent over a decade as a successful corporate executive. At the age of 23 she became the youngest ever Director at Cable & Wireless, where she completed a number of acquisitions and new business development. In 2004 she joined Thomson Financial as Head of Strategy, Europe before becoming Head of Marketing, Europe and Asia in 2005. Katie played a key role in the merger of Thomson and Reuters in 2007/8 and as Global Head of Brand and Marketing Integration, she orchestrated the launch of the new brand which is now ranked 34<sup>th</sup> in the world by Business Week. Katie left Thomson Reuters at the end 2010 and launched Mama Jeanius in mid 2011. Katie was named one of the WIE50 (Women: Inspiration & Enterprise) in March 2012. Katie also has an interest in interior design and has a small consultancy ([www.amberleyinteriors.co.uk](http://www.amberleyinteriors.co.uk)). Katie has a degree in Economics and a diploma in Interior Design. Katie runs her businesses around her two children Molly 3 and Freddy 6 months.

#### Anthony Powell

Co-founder & COO, Mama Jeanius - a qualified Chartered Accountant with over a decade of experience at an Investment Bank. Qualified as a Chartered Accountant in 2000, Anthony joined Morgan Stanley in the Structured Finance area. Dealing with tight deadlines and constantly juggling ideas and people it has given him the perfect armoury for managing the day to day operations of Mama Jeanius from April 2012. An eager sportsman with a golf handicap of 12 he has keen for his children to try as many things as they can.

## 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.

In this new collection, we have added belt loops on the Mama Love jean (over the bump) and added a more sculpted band. The full range of jeans are now available in short (29), regular (31) and long (33) leg. We have also introduced a new fashionable colour and cut to the Mama Love collection dark denim, skinny.



Mama Joy | Skinny |  
Mid-Denim



Mama Life | Straight |  
Mid-Denim



Mama Love | Boot |  
Mid-Denim

Mama Jeanius' three styles are:

- **"Mama Joy"** sits under the bump and has a unique internal mechanism that can be changed to accommodate the growth of the baby. The internal mechanism allows the jeans to be adapted up to 30cm; giving more flexibility than anything on else on the market. "Mama Joy" is available in skinny cut and boot cut, and in three colour washes; mid-denim, dark denim and black.
- **"Mama Life"**, a registered design made in complete tailored denim which can be worn under, on or over the bump. They are made in complete denim so any number of tops can be worn with them. "Mama Life" is available in straight leg, skinny cut and boot cut, and in three colour washes; mid-denim, dark denim and black.
- **"Mama Love"** is designed to sit over the bump and allow for a lot of growth. The soft jersey panel is colour matched to the jeans so there is no unsightly band, the material has been designed to be breathable and soft to the touch. "Mama Love" is available in boot cut and skinny cut, and in four colour washes; light denim, mid-denim, dark denim and black.
- All the jeans have been specifically designed to adapt for the whole pregnancy and the post partum months.

**"At the heart of the creative process was answering the common complaints women have with maternity jeans,"** said Anthony **"These are jeans designed exclusively for pregnancy, cut to flatter the figure and provide comfort and ease of wear. Made from high quality denim, they are fashionable, have that designer look and are affordable. "**

The jeans are available in sizes UK 08 to 16 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 18 combinations of jeans across size range of UK 08-16

## 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)

As one of the fastest growing areas of the maternity wear market, jeans are a key part of any maternity wardrobe. Katie and Anthony wanted to develop not only an exceptional product but also a strong brand that created a sense of community. Their online specialist store: website [www.mamajeenius.co.uk](http://www.mamajeenius.co.uk) has been designed to offer a superior online shopping experience, reflecting the brand.

### Useful links:

Facebook: <http://www.facebook.com/mamajeenius>

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

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

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

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

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