

CAN YOU TOO LOOK 10 YEARS YOUNGER IN YOUR MATERNITY JEANS?

- The Make-Over Queen, Nicky Hambleton-Jones wore Mama Jeanius' under the bump skinny, dark denim jeans
- Glamorous Nicky spotted in Mama Jeanius' much anticipated *'Beautifully British'* Collection

Mama Jeanius, the only British maternity jeans specialist, offers designer maternity jeans that are uniquely tailored to adapt throughout the whole of your pregnancy, whilst remaining stylish and comfortable.

Mama Jeanius' full collection is produced in the UK and are available in 3 styles, in a variety of colours & sizes, from a range of outlets throughout the UK, internationally and from Mama Jeanius' own website: www.mamajeanius.co.uk

Nicky Hambleton-Jones, The Make-over Queen (www.nhjstyle.com)

"Mama Jeanius jeans are comfortable, with the added bonus of looking great too! The adjustable/flexible waistband means there's no need to buy different jeans as your bump grows, and this is a money saver because it saves you forking out for varying sizes through pregnancy. I think it's fantastic that the brand offers a diversity of fits and colours to ensure you don't have to forsake your style – as a lover of fashion this is always a consideration for me!"

Katie Powell, founder and CEO of Mama Jeanius said, "We are thrilled that the stunning Nicky Hambleton-Jones has chosen Mama Jeanius. Nicky is a fashion guru, and definitely knows how to dress. We are delighted that during her pregnancy she has chosen to spend those special months in Mama Jeanius Jeans."

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Notes to Editors:

About Mama Jeanius

Mama Jeanius the British maternity jeans brand set-up by Katie and Anthony Powell.

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.

About Mama Jeanius' 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. The full range of jeans are available in short (29), regular (31) and long (33) leg and in skinny, boot and straight leg.

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.