



definitely baby
know you're still you

News Release - Davina McCall Leads the Way in Maternity Fashion with Help from Oxfordshire's Definitely Baby

Davina McCall leads the way in maternity fashion for mums-to-be and Day 12 of BB7 was no exception!

Whilst introducing Sam and Aisleyne into the Big Brother house, Davina looked elegant and stylish in a fantastic cap-sleeved dress with unique twist front detailing which was tailor made and supplied to Davina by Definitely Baby; and forms part of their summer collection.

Launched in March this year by new mum Pippa Allbrook and partner Mark Aston, Definitely Baby offer a great choice of good quality, stylish maternity wear, enabling women to look good and feel great throughout their pregnancies whatever the occasion.

With offices in Tackley just outside Oxford, DB offer a Private Appointments service as well as online selling. Providing a relaxed atmosphere in which to view and try on clothes from their collection, removing the stress of battling the high street crowds, searching for that elusive outfit.

Definitely Baby's summer collection is available to buy online at www.definitelybaby.com.



Notes to Editors & Stylists:

Definitely Baby:

- Samples and Images available...contact us!
- DB registered in September 2005, Website launched 17th March 2006
- Currently 38 ranges (tops, trousers, denim, dresses, skirts) 278 combinations of sizes and colours. Sizes from 8 – 18.
- Designers: London's Arabella B, Vida Vita, Holland, Pas de Deux, Brussels.
- Contact us to discuss potential reader offers!

Get in touch:

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Dress Details:

Item Code: DRV010
Retail Price: £55.00 (+p&p)
Colours avail: Burnt Red and Black
Link to Dress:

http://www.definitelybaby.com/acatalog/Sleeveless_twist_front_maternity_dress.html

Site News: <http://www.definitelybaby.com/acatalog/davina.html>