



definitely baby  
know you're still you

Press Release - April 2006

**Launch of funky new maternity range no mum should miss out on!**  
**[www.definitelybaby.com](http://www.definitelybaby.com) showcases the hottest clothing around for mums-to-be!**

A recent survey of pregnant and new mums in the Oxford area revealed over 80% felt the maternity wear available to them was "poor" or "very poor". Nationally, this means over half a million pregnant women feel the need for clothes which allow them maintain their own identity throughout their pregnancy.



Inspired by these results, which reinforced personal experiences, new mum Pippa Allbrook and partner Mark Aston launched [www.definitelybaby.com](http://www.definitelybaby.com), enabling any pregnant woman in the UK with internet access, to buy online from the comfort of their own home (or office!). With designers from London, Amsterdam and Brussels, [www.definitelybaby.com](http://www.definitelybaby.com) delivers good quality, stylish maternity outfits for all occasions, smart or casual, for home or office.

"Buying maternity wear when I was pregnant with our daughter was depressing; finding clothes that were good quality and reasonably priced was near impossible. My self-esteem was knocked and I spent the last few months of my pregnancy feeling self-conscious, hiding in unflattering jeans and oversized t-shirts. This is a special time in any woman's life and she should be able to show how amazing she is on the outside whilst growing something amazing within".

- Pippa Allbrook, co-founder of Definitely Baby



With offices just outside Oxford, Definitely Baby offer a private appointment service as well as online selling. Providing a relaxed atmosphere in which to view and try on clothes from their ranges, this removes the stress of battling the high street crowds, searching for that elusive outfit.

Definitely Baby intend to extend their ranges to include lingerie and swimwear and in the long term establish their own label.

**Notes to Editor:**



- **Doing a piece on maternity wear and need clothes for a photo shoot - contact us!**
- Definitely Baby registered in September, 2005; website 'officially' launched on March 17<sup>th</sup>, 2006.
- Designers : Arabella B (London), Vida Vita (Amsterdam), and Pas De Deux (Brussels).
- DB currently carry 38 ranges (tops, trousers, denim, tailoring, etc) in 278 combinations of sizes and colours. Sizes range from UK 8 – 18 (xs – xxl).
- Tag line : "Definitely Baby...know you're still you"
- **Contact us to discuss potential discount offers for your readers!**

**Get in touch:**

Name: Pippa Allbrook & Mark Aston  
Address: Definitely Baby, Unit 6, Court Farm Barns, Medcroft Road, Tackley, Oxfordshire, OX5 3AL  
Tel/Fax: 01869 331336  
Email: [info@definitelybaby.com](mailto:info@definitelybaby.com)  
Website: [www.definitelybaby.com](http://www.definitelybaby.com)