

# The birth of the breastfeeding clothing label...



**C**harlotte Keating ENGLAND is a Bristol based designer and a recent new mum who breastfed for 14 months. During this time she found there was a limited selection of nursingwear available to new mums that worked well and looked stylish. So, using her experience as a fashion designer and pattern cutter, she launched a nursingwear range which provides feminine, flattering clothes that help, rather than hinder, the process.

*“With this range, I encourage mums to not only feel good about their breastfeeding experience but also to feel good about themselves.”*

## Not just a commercial enterprise

Charlotte is dedicated to helping NHS Bristol in their bid to support more mothers to breastfeed with confidence, for longer. By promoting nursingwear as an available option, she believes it would be possible to reach more mums who otherwise would feel uncomfortable with the perceived lack of modesty that breastfeeding in public entails.

## Proud to be British

The nursingwear is designed and pattern cut by Charlotte herself and is made entirely in Britain ~ from the fabric to clothing production ~ thus achieving a high quality product that is ethically responsible, yet affordable.

## Flattering cut

The nursingwear range is designed to fit the post natal body and as such, designs are cut more generously on the bust, hips and tummy areas for a flattering fit which skims rather than clings. Tops are cut longer in the body to prevent exposing tummy or bottom when bending and lifting. The exceptional cut ensures that as the wearer loses weight and reduces breastfeeding, the clothes remain flattering rather than baggy and shapeless.

Designs double as **maternity wear** which will fit & flatter right through to full term pregnancy. The elastane content ensures they spring back to their original shape.

## How they work

Every item in the nursingwear range is made from a lovely supple fabric which makes breastfeeding fuss-free and discreet. Simply reach in above the neckline to unclip the nursing bra and place the baby in position. Reach up into the top

to pull the bra cup down and either pull the fabric up or move the v-neck to one side to allow the baby to latch on.

*“Mums love our clothes for the simplicity and ease of function that they get from a well designed product.”*

## Mummy & baby essentials

To complement the nursing range, Charlotte also sells a lovely selection of essentials to make mum's life a little easier without compromising on style. From hygienic cotton breast pad pouches to nursing brooches & silver bracelet feeding reminders, pretty notebooks and appliquéd muslins.

A delightful range of **baby clothes**, gifts and gorgeous **kitsch nursery decoration** will fulfill every new mum's wish list.

## Details

Tops retail for £65, dresses for £82. Available in Size UK 8 -18 in Fresh White, Jet Black, Slate Navy Blue and Pillar Box Red. All machine washable.

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