



NEW

# Becoming Mama

HERE TO CAPTURE THE MOST TRANSFORMATIVE JOURNEY OF THEM ALL

AXEL & ASH





## Concept

Becoming a mama is one of the most deeply transformative, physical, emotional, and spiritual times in a woman's life. Designed in celebration of this divine journey, our pregnancy journal is here as a sacred space for the expecting mama to take time to tune in, reflect, document and connect with her maternal instinct and divine feminine strength.

Intertwined between the journaling pages is a curated mix of educational pieces, heartfelt interviews, nourishing rituals, checklists, uplifting quotes, blank space for scribbles, photos, and much more to help the expecting mama nurture all the thoughts, emotions and experiences that accompany the momentous significance of bringing life into the world!

## Features

- *52 week journaling* 4 trimesters of journaling pages with different prompts every week.
- *Educational pages* from industry experts
- Interviews & features of influential mamas including @thebirdspapaya @montanalower and @blackmomsblog.
- *List pages* for baby names, Dr. appointments, birth bag packing, first guests and more.
- *Photo-space* to capture your monthly bump-pic and space for your ultrasound pics.
- *Self-care focus* with soulful tips on meditation, rituals, recipes, and calming practices.
- *Free-writing space* every week, to use for gratitude, to-do lists or general diary pages.
- *Imagery & inspiring quotes* from inspirational creatives.
- *Family Bucket List* to start creating your dream story.

## Details

**Title:** Becoming Mama  
**Category/Genre:** Journal, Pregnancy  
**Target Market:** Pregnant Mothers  
**Author:** Hanna Axelsson Sahlen & Nadia Bullock  
**ISBN:** 978-0-9874493-5-1  
**Pages:** 312  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** 1 Feb 2022  
**Publisher:** Axel & Ash  
**Materials:** Natural linen cloth bound

Divided into 4 trimesters, each chapter contains specific information and soulful guidance, rituals, affirmations, tips and a prompted summary to end each trimester.



The 52 weeks of prompted journaling pages have different questions every week to capture exactly where you are in your pregnancy journey.



Interviews with inspiring mamas and industry professionals:  
 @thebirdspapaya  
 @montanalover  
 @blackmomblog  
 @thepacefulsleeper

Specially designed journaling pages to capture your birth story, baby names, medical appointments, first guests, mama goals, and much more.



Inspiring quotes and photographs from creatives and artists from all around the world



Dedicated space for free-writing every week and devoted spots to put all your ultrasound & baby bump photos



## ABOUT THE AUTHORS

'Becoming MAMA' was curated in collaboration between Axel & Ash x Nadia Bullock, as the newest title in Axel & Ash's best-selling collection 'Insert YOUR Story', to date sold in over 600 of the top independent design, home & concept stores around the world including global icons 'Anthropologie' USA 'Urban Outfitters' UK and 'Chapters/Indigo' Canada.

Axel & Ash is a design and publishing house based in the creative beachside hub of Byron Bay, Australia, curating unique stationery & lifestyle products for stories to be forever captured. In a digital world of growing screen addictions, their dreamy collection of journals and feather pens has taken the world by storm, inspiring people all over the globe to switch digital devices for good old-fashioned pen and paper, and fall in love with the art of journaling again.

From Vancouver Canada, Nadia Bullock is a writer, award winning entrepreneur and mama who lives by the belief 'life is like a giant canvas and it's never too late to create your own masterpiece'. With an obsession for travel, wellness and spontaneity, Nadia has spent her life intuitively pursuing her passions, creating multiple successful business ventures in different industries. In 2019, Nadia became a mama to her precious little boy Kaleo, a transformational journey that brought a whole new meaning to living life consciously. Throughout her pregnancy you could always find her with a book or podcast in hand, eager to learn as much as possible about what her body and baby was going through during this miraculous time, but she always missed one tool, a sacred space to document the profound journey she herself had embarked on.

As a friend and lover of Axel & Ash's journals, she made a cross-continent call to Australia and floated the idea to Axel, and they immediately knew that this book was destined to be co-created together. After nine months of speaking to hundreds of mamas, doulas, industry peers and professionals in the field, Becoming MAMA is the 'love-child' of their combined creative minds, passionate souls and beautiful collaborations with inspiring mamas and artists from all around the globe. Now ready to enter the world as a sacred space to capture your unique pregnancy story and be a trusted keepsake for Mamas for years to come.



## TO ORDER

Axel & Ash are proud to have their collection stocked on the shelves of the most prominent homeware stores in the world and offers global distribution with warehouses in USA, LONDON, CANADA and AUSTRALIA to ensure you get the best shipping prices and delivery time on your orders. Please contact our sales team on the details below for all orders & enquiries.

*Price:*

RRP: AUD \$60.00 | USD \$40.00 | GBP £30.00 | EU €40.00 | CAD \$50.00  
WHOLESALE: AUD \$30.00 | USD \$20.00 | GBP £15.00 | EU €20.00 | CAD \$25.00



## MISSION & VISION

Their mission was clear, to create a safe, supportive and sacred space to help expecting mamas to slow down and absorb the present moment, connect with their inner wisdom, maternal instincts and divine feminine strength. But they didn't want to create yet another 'repetitive pregnancy journal'. Instead their vision was to create an 'all in one' companion for the expecting mama to capture all the thoughts, emotions, experiences, anticipation, doubts, fears, excitement, memories, milestones and oh-so many questions that arises during this deeply introspective journey - whilst also serving as an educational and nurturing guide, and best friend to seamlessly help navigate the growth and capture the incredible story of creating a new life.



*By Axel & Ash x Nadia Bullock*

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# Orders

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