

For Immediate Release



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HadleyStilwell, a Designer of Clothes for Breastfeeding Mothers Returning to Work, Now Selling Collection at Seattle’s Village Maternity Boutique

The distribution agreement with Village Maternity, a popular maternity and post-partum boutique, marks HadleyStilwell’s first expansion into traditional stores. The clothing collection also will continue to be sold online at www.hadleystilwell.com.

Seattle, Washington – July 2009 – HadleyStilwell is excited to announce that its unique clothing line is being sold at Village Maternity, a popular maternity and post-partum boutique in Seattle. The distribution agreement marks HadleyStilwell’s first foray into traditional stores.

HadleyStilwell, which is also based in Seattle, offers dresses, shirts and jackets that are tailored to meet the needs of breastfeeding mothers who are pumping outside of the home, yet hold their own when it comes to style.

The collection was designed by mompreneur Holli Harris, who like many mothers before her returned to work after maternity leave shouldering new time constraints, competing priorities, and a large dose of sleep deprivation. Named after Harris’s daughter, HadleyStilwell pieces integrate with existing wardrobes and eliminate the need to get undressed multiple times a day for pump sessions, saving precious time.

Village Maternity is a woman-owned small business itself, and makes it a point to consider, and try to support, other local small businesses when making buying decisions.

“We are always trying to add the best and most innovative products to our offering, and we are always impressed when companies such as HadleyStilwell give us that innovation, located right here in our backyard!,” says Kathryn Leonard, manager and buyer of Village Maternity. “It gives “Shop Local” a whole new meaning.”

The HadleyStilwell collection is for mothers seeking well-tailored pieces that integrate with their existing wardrobes. With just a quick change of accessories, women can achieve their professional look for the boardroom, without sacrificing comfort when they’re relaxing at home on the weekends. HadleyStilwell clothes are the wardrobe staples women reach for – from the new, nursing mom who needs quick access to breasts for pumping, to the mother of young children who may find herself frequently running from desk to after-school activities each week.

“Village Maternity is a leader in the Seattle maternity and post-partum market, having served this market for 26 years,” says Harris. “The boutique shares HadleyStilwell’s vision of empowering mothers with stylish nursing clothes, complementary products and new mother classes. I am excited that they recognize the special need of working mothers who are trying to continue breastfeeding their infants, and I’m honored to be included in their choice of inventory. “

Harris approaches the design process by creating **clothes that women want to wear, and that just happen to accommodate nursing and pumping.** Indeed, some early customers have been women who are not breastfeeding at all, but who simply like the design details, coordinating colors and knit fabrics.

“Not only was I immediately impressed with the quality, design and fabulous fit of the HadleyStilwell line, but customers are obviously just as impressed given the almost 100% sell-through that we have had,” says Leonard. “Both customers and staff routinely comment about how ‘smart’ they are, and they really do look great on.”

More information about HadleyStilwell can be found at www.hadleystilwell.com or by calling 1-888-872-9885.

Village Maternity is located in the beautiful University Village Shopping Mall at 2615 NE University Village St., Seattle, WA 98105. More information can be found at www.villagematernity.com.

About HadleyStilwell

Launched in February 2009, Holli Harris’s HadleyStilwell collection of well-tailored clothes for breastfeeding eliminates the need of working mothers to get undressed for pumping. Harris’s goal is to help new mothers breastfeed that much longer by minimizing the challenge of pumping or nursing through quick and discreet access to breasts. The larger vision is to empower women to succeed at both career and motherhood. To this end, the website includes a section called “Milk Notes” which provides advice ranging from managing milk supply to managing career as a new mother, including a chart of the breastfeeding phases; tips on presenting the business case for breastfeeding to your boss; and the art of pumping in a car. Visitors to the site can also sign up for **weekly [Milk Tweets](#) via **Twitter****, through which Harris shares vetted sources for new mother information.

About Village Maternity

Established on August 1, 1983 by two early mompreneurs, Shelley Capretto and Brigid Stricks, Village Maternity’s mission has always been to supply moms-to-be and new mothers with the products and support they need as they face the fun and fiascos that accompany parenthood. While the store searches high and low for the greatest products available, it enjoys carrying many products designed (and often manufactured) locally. The store loves to support the community that supports it.