

HadleyStilwell



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***HadleyStilwell,
a Designer of Clothes for Breastfeeding
Mothers, Expands Collection with the
"Signature Sheath,"
a New Sleeveless Version of its Signature
Dress***

The new dress, created in response to demand for the original Signature designs, reflects HadleyStilwell's efforts to offer breastfeeding mothers more options and flexibility with their wardrobes.

Seattle (September 2009) -- HadleyStilwell, which introduced a unique clothing line for breastfeeding mothers this year, is pleased to announce the addition of the "Signature Sheath," a sleeveless version of the original Signature Dress to its collection.



The Signature Sheath offers women more flexibility and versatility by allowing them to wear the collection in a wider variety of seasons and climates. The new sleeveless version brings the same attention to design detail and quality as the original Signature dress.

Made with a double knit, machine washable fabric that doesn't wrinkle, the Signature Sheath makes it easy for working mothers to get dressed quickly with a professional look that always stays fresh. The sleek, sheath cut of both the sleeveless and original Signature dresses is slimming for any figure. And each one is enhanced by subtle, yet classy design elements:

Both dresses are decorated with Asian frog clasps that camouflage the hidden zipper openings for breastfeeding or pumping. The original Signature dress has a jewel neckline to complement the longer sleeves, while the Signature Sheath boasts a square neckline, giving it a sophisticated look.

"This dress is the answer to the perennial question, "What am I going to wear to work today?" HadleyStilwell founder Holli Harris says. "With our Signature collection, it takes zero time to put an outfit together or iron. What I really love about the Signature Sheath, as well as the original Signature Dress, is their ability to start the day in "work mode," but to instantly slip into "mommy mode" intervals."

HadleyStilwell is expanding its line of professional and stylish pieces in response to demand from mothers, who have specific needs in order to continue breastfeeding after returning to work.

Breastfeeding mothers, and especially those who pump at work, quickly find that most of their wardrobe staples gather dust in the closet because they do not allow quick -- or any -- access to breasts without getting entirely undressed. All mothers face the challenge of having to pull themselves together quickly and efficiently in the morning as they get themselves, and baby, out the door.

The Signature dress collection makes daily routines easy for moms because the outfits don't require disrobing for pump sessions, and don't allow for too much skin

exposure when reunited with a hungry baby at the end of the day.

The dresses can also be accessorized for different looks. A coordinating Signature Jacket, which can be belted or worn open, cascading down, turns the dresses into a suit. They can be dressed up with pumps and a scarf, or made more casual if worn with leggings and flats or sandals. The original dress comes in black and charcoal; the Signature Sheath is available in black.

The entire HadleyStilwell collection is available online at www.HadleyStilwell.com, and also is sold at the Village Maternity boutique in Seattle, Washington.

More information about HadleyStilwell can be found on the website or by calling 1-888-872-9885.

About HadleyStilwell

Launched in February 2009, the HadleyStilwell collection is for breastfeeding, working mothers that are looking for 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.

Named after the daughter of founder Holli Harris, HadleyStilwell's designs reflect Harris's goal of helping new mothers breastfeed longer by minimizing the challenge of pumping or nursing. Harris aims to empower women to succeed at both career and motherhood.

To this end, the HadleyStilwell website also 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.

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