

For Immediate Release

February 2012



Birthing Savvy!

So your pregnancy is nearing the end, which may bring you to think about what to pack for hospital. You may wonder what to wear in labour? What do you wear on one of the most special days of your life?

Our gorgeous labour and birthing gowns are designed with not only your comfort in mind, we have all medical requirements covered too. With snap locks all the way down the back you can easily have an epidural if required and each of the sleeves unsnap for easy and discreet breastfeeding.

Designed by Mama of 4 Nicole Balderson, there is definitely some experience of labour and delivery behind the brand. Our gowns are also loved by Dr's and Midwives everywhere.

I mean who wants to wear a drab, sickly used hospital gown when you're there to celebrate the special miracle of life.

Choose between the stylish Designer range and subtle Essentials range these gowns come in 3 sizes (S/M, L/XL and Plus Size 1X) and each is packaged in its own reusable bag. The birthing gowns range from \$79.95 - \$99.95.

Visit www.designermamas.com.au for more information or to purchase a gorgeous birthing gown today!

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For further media information, to request an interview with Nicole, for hi-res images or sample contact:

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Hi res images are available upon request:

Designer Range



Designer Mama



Princess Mama



Chic Mama



Sassy Mama

Essentials



Denim Diva



Berrylicious



Classic Mama