



Baby On Board Apparel offers maternity wardrobe solutions Preventing fashion crimes one bump at a time

Toronto, ON - March 4, 2011 - The question "What am I going to wear today?" is often a dilemma for many women as they stand in front of their closet; this problem can be more prominent for expecting moms. The maternity clothing industry has a reputation for being lacklustre and expensive, which often results in many expecting moms committing fashion crimes by wearing their husbands sweats or even worse clothing that doesn't fit.

Baby On Board Apparel (BOBA) has been making it their mission to solve this problem. The company mandate is simple - create clothing that feels amazing when worn, use high quality fabrics and design garments that can be paired with any existing wardrobe even after nine months.

According to Ali McEwen, founder of Baby on Board Apparel, "basics are a must-have for every maternity wardrobe; they are the chameleons that take on the personality of whatever they are combined with." Not only are they comfortable to wear but can easily be paired with anything from a favourite boyfriend blazer to a pair of track pants.

Investing in seasonless pieces is essential for expecting moms to keep their wardrobe just as fashionable as it was before their bump arrived. These basic pieces can bring the versatility and functionality needed during pregnancy by allowing expecting moms to accessorize and embellish their bump with dramatic belts, bold jewelry, oversized bags, and glamorous heels.

Every maternity wardrobe should have a handful of key basics that will work for nine months and beyond; these will become the staple pieces, the layering pieces and the absolute go-to pieces. The Everyday Three Way Leggings are perfect for pairing with dresses, oversized shirts and tank tops; creating outfits that can be worn anywhere from running errands to yoga classes to a night on the town. The possibilities are endless when pairing fashionable basics with different wardrobe pieces.

Baby On Board Apparel (BOBA) has shifted gears since Spring 2010 after hearing expecting mummies wanting great basics and keeping their fashionable wardrobes. BOBA continues to create fashionable basics for blossoming bellies with a new attitude; "We create fabulous must-have, innovative garments that would make the list for key pieces in any maternity wardrobe and we focus on the colors that most women gravitate towards; black, white and gray" says BOBA founder Ali McEwen.

Benefits of Baby On Board Basics:

- Grow with expanding belly
- High quality fabrics that feel fabulous on the body and are as comfortable as second skin
- Functional and versatile even for the fourth trimester
- Neutral colours that work with existing wardrobes and that can be worn more than once a week

Moms-to-be will no longer have to worry about committing a fashion crime once they introduce BOBA's fashionable basics into their wardrobe. The versatility and comfort of each garment will continue to allow women to feel beautiful and fashionable as their bump grows.



Amelia Coat
Retail \$86



Juliet Nursing Top
Retail \$60



Everday 3-Way Leggings with CUFF
Retail \$58

About Baby On Board Apparel (BOBA)

Baby On Board Apparel (BOBA) launched in April 2009 consisting of strictly graphic t-shirts designed for the stylish mother-to-be. In March 2010, BOBA released its signature collection of fashionable basics for blossoming bellies. BOBA offers quintessential maternity apparel designed for effortless coordination, working with existing wardrobes in mind and offering a range of sizes for all body types from XS to XL and some 2XL. BOBA's mission is simple: to offer maternity basics that are not only fashionable but feel just as good as a favourite t-shirt.

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