

THE BIG IDEA

FROM HERE TO maternity

What's chic, sexy and *the* fashion must-have? A baby bump

There's been a maternity wear revolution in the last few years, led by celebs like Claudia Schiffer, Liv Tyler and Tess Daly, who proved that pregnant doesn't have to mean frumpy. These days, it's hard for a mum-to-be to waddle down her local high street without seeing reams of cool, pregnancy-friendly fashion.

Topshop's rails are groaning with bargain versions of Diane von Furstenberg's maternity frocks (visit Dvflondon.com for the real thing). 'Our 'B' maternity range has been really successful, and has been worn by Sara Cox, Gwyneth Paltrow and Davina McCall,' says Emily Pring at Topshop. 'It's affordable, while always being bang on-trend.' So there's no excuse for swathing your sexy new shape in tent-like dresses and denim dungarees. Seven For All Mankind (available on Ebay.co.uk), Earl and Citizens of Humanity all design maternity versions of their trendy jeans. And there are countless specialist designer stores popping up on the net. Isabella Oliver (Isabellaoliver.com) cleverly uses stretch basics to flatter the most advanced bumps, while Pushmaternity.com and Serendipity-online.com sell an awesome selection of other hot mama designs, from Juicy Couture's cashmere sweats to NOM, the cool Hollywood label responsible for Rachel's pregnancy wardrobe on *Friends*.

Of course, brave fashionistas can attempt to forage in their usual stores, but the challenge is finding tops and tees long enough to cover your belly. Check out H&M, Dorothy Perkins and Next for a good basic range of maternity wear.

So fashion-forward mums, ask yourselves: 'Does my bump look big in this?' The answer should always be 'Yes, yes, YES.'



Gwyneth Paltrow



Tess Daly



Cate Blanchett



Laura Bailey