

STYLE CANADA PRESS RELEASE

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Canadian Business EB Maternity Keeping Expectant Mothers Fashionable

Around the time you begin your second trimester of pregnancy, you will discover that your clothing is no longer supporting that new body of yours, and you soon realize that it is now time for some maternity clothing.

Unfortunately for many expectant mothers, the most stylish maternity clothing solution they can find is unflattering stretch denim pants and a t-shirt twice the normal size they would wear, also stretch.

Introducing EB Maternity, a trendy and sophisticated online maternity consignment boutique offering affordable and inexpensive casual and business apparel as well as accessories in great condition for mothers-to-be. EB Maternity was founded by Mom-preneur Amanda Barker along with her husband in September of 2009. EB in the logo are the initials of their daughter, and also the inspiration for their business name.

"...for something that you might only wear during the latter part of your pregnancy, trying to shop for high quality and stylish maternity clothing can be exhausting and expensive." - Amanda Barker, Director of EB Maternity - "EB Maternity's vision is helping encourage moms to recycle maternity clothing they no longer need."

Maternity clothing can be quite costly; especially when you consider that you'll only be wearing them for a short time. In fact, the more you can save on this expense, the better. At EB Maternity you will never pay full price on any maternity wear, and score designer pieces for a fraction of the cost. When the time comes and you no longer are in need of your maternity clothes EB Maternity help moms gain some extra cash by consigning with them.

You might be hesitant at first of course, to shop for maternity clothing thinking that you will simply be buying "large" and baggy clothing, but maternity clothing has certainly come a long way. At EB Maternity you will find many designs to choose from, and friendly customer service to help make your experience a positive and satisfying one. The collection you will find at EB Maternity helps to bring out your baby bump beautifully.

Today's expectant mummies want to wear trendy maternity clothes that not only looks good, but also provides them with comfort and support. Shopping for maternity clothing does not have to be difficult or feel like a chore. This experience can be just as enjoyable as any other kind of shopping you do.