

CLOTHES

zulily Helps Moms Navigate the “Fourth Trimester” in Style

NewsUSA

(NU) - Watching a new baby explore his or her world during those first few months can bring so much joy to motherhood. Those first three months, coined the “fourth trimester,” present new challenges often to be figured out in a sleep-deprived state. Finding clothes that are comfortable, functional and stylish can lead to a serious wardrobe dilemma for many new moms.

To address this, zulily, the online retailer obsessed with bringing moms special finds every day, is sharing insider tips, direct from their maternity and fourth-trimester experts. Fashion solutions for new and expectant moms include:

- **Simplify:** Steer clear of big prints, shiny fabrics, or anything that adds bulk. Solids and darker colors are flattering to changing bodies, and are easy to mix and match with pre-pregnancy wardrobe staples.

- **Useful Nursing Apparel:** For nursing or pumping moms, clothing that’s easy to care for and comfortable is key. Stock several styles of nursing bras to accommodate fluctuating sizes, and consider stretchy or snap-down tank tops and surplice styles.

- **Adjustable Apparel:** Wrap tops are another popular choice for nursing moms. Wrap dresses are classic, comfortable, and adjustable for special occasions during the post-baby period and beyond.

- **Shapewear:** Many new moms appreciate the comfort and support of seamless tops and compression leggings for their changing figures. Shapewear, such as zulily’s popular Belly Bandit,



Photo Credit: zulily

offers support to the belly, waist, and hips.

From now until the end of March, zulily is hosting a Fourth-Trimester Closet Concierge, giving new moms direct access to ask for fashion advice. “Our maternity team saw the need to provide a special service to new moms who can be overwhelmed and strapped for time,” explains Robin Otto, zulily maternity expert and merchandising manager. “We wanted to help these women navigate those first several months with ease, so that they can look and feel their best.”

The Fourth-Trimester Closet Concierge is a unique service that connects moms directly with zulily’s maternity style experts via the company’s Facebook Messenger chat. Their experts address post-pregnancy fashion and style concerns, ranging from what to wear for special occasions, to the most flattering silhouettes for any woman’s body type.

After the close of the concierge service, moms can still find a wealth of maternity and fourth-trimester options by visiting www.Facebook.com/zulily, Facebook Messenger, or by visiting www.zulily.com/maternity.