

Press release

For Immediate release

Mum-to-be Emma Bunton launches Mamas & Papas Autumn/Winter 07 fashion collection

Mamas & Papas, the designer retail nursery brand, is set to launch their biggest portfolio of maternity fashion for autumn/winter 2007. The new Mamas & Papas collection is modelled by glamorous mum-to-be Emma Bunton, who was delighted to model the range.

Emma Bunton comments, "When Mamas & Papas invited me to model their Autumn Winter range, I was thrilled to be asked. From ultra-feminine kimonos and chic wrap dresses and party dresses to the most perfectly flattering jeans, I have found every one of my favourite fashion must-haves in their collection. Not only did I get a cheeky look at all of next season's key ranges but they allowed me to pick my favourites to model".

The autumn collection is created for women who want to look stylish and feel great throughout their pregnancy. Key themes include:

Pure – feminine and delicate with an oriental inspiration and natural draped fabrics.

Evolution – strong yet glamorous with a clear 80's influence and decadently rich colour palette.

Playtime – fun and young spirited, mixing bold colours with classic tailoring.

Tribal – a more casual look that captures the natural colours of the forest and is highlighted with subtle prints and detailing.

Emma's favourite pieces personally selected from the collection include:

- **Embellished Jeans** (soft washed denim, £40): "I love them so much I have had to wash them nearly every day. I almost live in them. They are super soft and so comfortable they are like a second skin."
- **Black Wrap Dress** (jersey, £35): "The perfect little black dress every woman needs. It's soft, elegant and drapes beautifully. The little puffed sleeves are so vintage in style. This dress works well during the day with flip flops or ballet pumps but also looks fabulous at night with heels. It is so comfortable and flattering it is a real wardrobe 'must have'."
- **Black & White Geometric Print Babydoll Top** (jersey, £30): "I love this, it's really me. The shape is flattering and very fashionable at the moment, you don't even need to be pregnant to wear this shape. I teamed this with some super soft and stretchy slim fit black jeans and it gives me a great look for day time."
- **Brown and Cream Pure Print Wrap Dress** (jersey, £40): "This is the perfect day dress. I wear this with a little lace camisole in mustard underneath to contrast with the vintage print. The best thing about this dress is that it makes my tan look great too."
- **Teal Silk Dress** (silk, £75): "Every girl needs a dress that will add a touch of glamour to special occasions and this dress does just that. The colour is perfect as I really love bright colours. This is a great party dress and it looks best teamed with some delicate gold jewellery. I picked a fabulous gold butterfly pendant from Mamas & Papas to compliment the teal."

- **Purple Drape Jumper Dress** (knitted, £50): "Being a working woman has its demands, so I need to be able to relax at the weekend with friends and family but still feel fashionable. I love this trendy jumper dress, with its flattering scoop neck and soft fabric. I usually wear it with my black leggings from Mamas & Papas. It's a comfortable and stylish combination and I love to wear it to barbeques or for dinner with friends."

Emma commented on why she joined with Mamas & Papas at this milestone time in her life, "Mamas & Papas was the first store I visited when I discovered my good news. I found they had one of the best maternity fashion collections on the high street with everything I needed from fashion fit jeans to great weekend wear and some really pretty outfits for special occasions. The piece I love most is the black wrap dress with the bird necklace. It looks great day or night and can make any woman feel stylish.

I must admit, I absolutely love their jeans too, I have practically lived in my Mamas & Papas jeans because they are so soft and comfortable and look amazing with a heel or my flats".

Karen Tyler, Fashion Director at Mamas & Papas comments, "I am delighted to have worked so closely with Emma at this special time in her life and as a modern style icon she epitomises how feminine and chic we feel the Mamas & Papas autumn/winter fashion collection truly is".

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Notes to editors: Please note that all Emma Bunton images will require a pro-forma agreement of usage.

Mamas & Papas has 32 stores throughout the UK and Ireland in Basingstoke, Brent Cross, Birmingham, Bristol, Cheshire Oaks, Cheshunt, Dublin - Blanchardstown, Dublin - Dundrum, Edinburgh, Gateshead, Glasgow, Hanley, Huddersfield, Ipswich, Leeds, Liverpool, Manchester, Milton Keynes, Northampton, Norwich, Orpington, Preston, Reading, Romford, Sheffield, Stockton, Solihull, Southampton, Staines, Watford, York and Regent Street, London.

Mamas & Papas has 3 stores in the United Arab Emirates including Abu Dhabi and Harvey Nichols in Dubai as well as a new flagship store in Kuwait City.

For images of the collections, samples or further information please contact

Mamas & Papas press office on

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