



## h.o.t.s.p.o.t

-by Rebecca Eckler



▲ Belly owner Eva Salem

What mom-to-be hasn't moaned, "I have nothing to wear!!!" and, for once in her life, actually means it? Rosedale resident Eva Salem has made being pregnant fashionable. (So have Julia Roberts and Liv Tyler, both of whom are preppers now, but that's another story.)

The former New Yorker, who worked for Estée Lauder and L'Oréal, was sick and tired of her Toronto friends begging her to ship them trendy designer maternity wear from the States. When she moved to Toronto, after falling in love with a local, the never-been-pregnant-before Salem opened Belly Maternity. She knew there was an untapped market. Immediately, there were waiting lists for the designer clothes she brought in. The duds at Belly Maternity are so stylish — leather pants, corduroys, suede skirts, cashmere ponchos and sweater dresses — that even non-pregnant women have been flocking to the store.

"I hand-pick all the clothes and they've been tried and tested on all my pregnant friends. The clothes are more fashion forward, funkier and fun than ever," says Salem. "When I see a pregnant woman, I can tell a mile away now what will look good on her."

'And, Salem, so you know she really knows, just gave birth six weeks ago, to her first child, a girl, Blair. "It must have been all the hormones in the store. Three weeks after opening, I was pregnant!"

The store features fabulous designers, including Diane von Furstenberg, and also those Bella Dohl jeans that — yup — Gwyneth Paltrow wore throughout her pregnancy. (And she always looked good!) Salem is opening another Belly Maternity in downtown Toronto in the spring and gets calls from all over Canada for shipments of her maternity wear. The clothes are so fashionable, in fact, Salem still wears them. (And she's no longer preppers!)