

Globe Style

BUMP UP THE DENIM

Now that \$500 designer jeans come with flexible waists, *hot mamas* don't have to do without their Sevens for nine months.

LEANNE DELAP reports on L5



HUG FEST
THE PARTY TREND FOR THE CUDDLE-DEPRIVED, L2



COOL ZONE
THE BEST FLOORING SOLUTION FOR STICKY WEATHER, L6



HOT POTTY
THE TOILET THAT EVERYONE'S TALKING ABOUT, L10



Diane von Furstenberg yellow top, \$220, and Earl maternity jeans with low-slung (below-the-baby) waistband, \$205, both at Belly, Toronto.

MODEL: ILL JACOBUELLE
HAIR AND MAKEUP: DAVID
COVAT/THE ARTIST GROUP AND
JOHN DANDY/PHOTOGRAPHY KEVIN
SMITH/ASSOCIATED PRESS AND MARY



Far left, Gap 'anytime' grey cable-knit short-sleeved maternity top, \$49 at selected locations; Seven maternity jeans with elasticized panel, \$295 at Belly, Toronto. Havaianas flip-flops, from \$19.99 at Aritzia, Club Monaco and Caban across Canada; and Sporting Life and Get Outside in Toronto.

Left, Gap 'anytime' maternity T-shirt, \$29.50, at selected locations across Canada; H&M maternity jeans, \$49.90 at Toronto Eaton Centre location.

Right, red-and-white check tunic with shirring, \$85 at Belly, Toronto; Gap full-panel Long & Lean maternity jeans, \$98, at selected locations across Canada.

KEVIN VAN PRASEN/THE GLOBE AND MAIL

'They don't want oversized, they want something that fits their butt...'

BY LEANNE DELAP

Hacks everywhere use hemlines as social predictors. Let's propose a fresher social measuring stick, one we'll call the fancy maternity jeans theory.

It goes like this: We heard that haute maternity jeans (the kind with the chichi names such as Seven For All Mankind and Citizens for Humanity and price tags of \$300 and counting) are sold out from Winnipeg to Vancouver and waiting lists have been undertaken.

What could be the cause of all those stylish young women getting knocked up at the same time? Well, this being the True North, a hockey strike is the only answer for all that conspicuous nookie. This is a social measuring stick that turns as blue as the Maple Leaf logo.

We've seen maternity wear becoming "hip" for a couple of seasons. Just this week, the Gap launched its popular maternity line in Canada, in four stores across the country. But the last piece of the puzzle, the cult jean, has been nigh impossible for Canadian mummies-to-be to track down until now.

Eva Salem had been living in New

York before she moved back to open a store in late 2003 called Belly in the north end of Toronto. "I spent all my time in Manhattan shopping for pregnant girlfriends. When I got here, I realized there was a hole in the market: There were no cool jeans for pregnant women."

So Salem brought Earl and James and Seven to town (her jeans range from about \$150 to \$295), as well as ritzy getups by NYC Diane von Furstenberg, Liz Lange and Cadeau. Maternity jeans are sold without belt loops (who needs 'em?), but Belly does provide the loops in case you want to convert the denims back to a non-prego pair after your term is over. "I got pregnant myself two months after opening the store," Salem adds.

The Gap's maternity line offers slim-fitted maternity jeans in the \$95 range. For even more democratic action, Old Navy has a maternity line with cute jeans, and the Eaton Centre H&M has slim-legged jeans with an elasticized panel for \$49.

That's just fine for some preppers fashion industry women. Paola Fullerton is a stylist who works with Toronto's Pink Tartan label. "I like the H&M jeans because they have a re-

ally slim leg," she says. At six months into her second pregnancy, Fullerton can no longer make do with buying Sevens at discount stores in a size up. "At a certain point, you need to admit your stomach is a basketball, and you have to buy the special clothes. Thank God, they are making cooler things these days."

Salem herself says women want a proper fit. "It used to be that you were just supposed to suck it up when you were pregnant," she says. "But women today have a social life, and pregnancy is part of it. They don't want oversized, they want something that fits their butt, and they want labels they trust."

Sarah Bancroft, who is the western editor for Fashion magazine, agrees. She is due to deliver her little bundle of joy at the end of this month. "The stores filled with black polyester pants give me the fear," she says. "You can also find high-end business stuff. But I want the glittery, fun things I'm used to wearing."

As with all jeans, the butt is the point. "Pregnant or not, we all ask the same eternal question," says Toronto model Jill Jacobi, now at six months' gestation and pictured on

these pages lending her new curves to designer denims. "Does my butt look big?"

Shoppers with buns in the oven also have two secret weapons in the quest to stay stylish: First, Holt Renfrew will put stretch panels in anything, for about \$75 a pop (though they don't advertise this feature, we have it on good authority that this is the case for all clients). And second, for the past 15 years, Over the Rainbow, Toronto's original jeans boutique, has been sewing panels into anything you bring in (you don't even have to buy your jeans there, but most people do).

"We put panels in Sevens, in Rock and Republics with Swarovski crystals on the pockets," manager Veronica Auyeung says of the \$300-plus booty wrappers. Of course, the process is not reversible: They cut a semi-circle into the waistband to put in an elasticized "grow-with-you" panel.

But if you've ever been pregnant, you know you wear the clothes to death anyway, and are about as likely to wear the darned things again as you are that bridesmaid's dress. The special effort is worth it, Auyeung says: "Hey, moms want to look hot too!"

Where to buy it

Belly, Toronto, 416-440-1734. Sevens, Earl and James jeans in maternity styles.

Gap (Chinook Centre, Calgary; Markville Mall, Markham; Square One, Mississauga; and Mapleview, Burlington) has about eight different maternity jeans. Some panels have fun stripes and florals that show through the top; a nifty idea, since they are always made of navy or black, which can result in showing through.

Kick, Toronto, 416-488-0255, also carries Seven for All Mankind maternity jeans.

Moulé, Kitchikano, 604-732-4066; West Vancouver, 604-925-3679; and Winnipeg, 204-488-1891, carries Citizens for Humanity maternity jeans.

H&M, Eaton Centre, Toronto, 416-593-0064, carries several styles of jeans each season.

Old Navy maternity goods are at 35 stores across Canada. It has bootcut styles in store now, in both midnight and vintage finishes.

Over the Rainbow, Toronto, 416-967-7448, will put a panel in any of the top-drawer designer denims it sells.