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Hot **Mama**

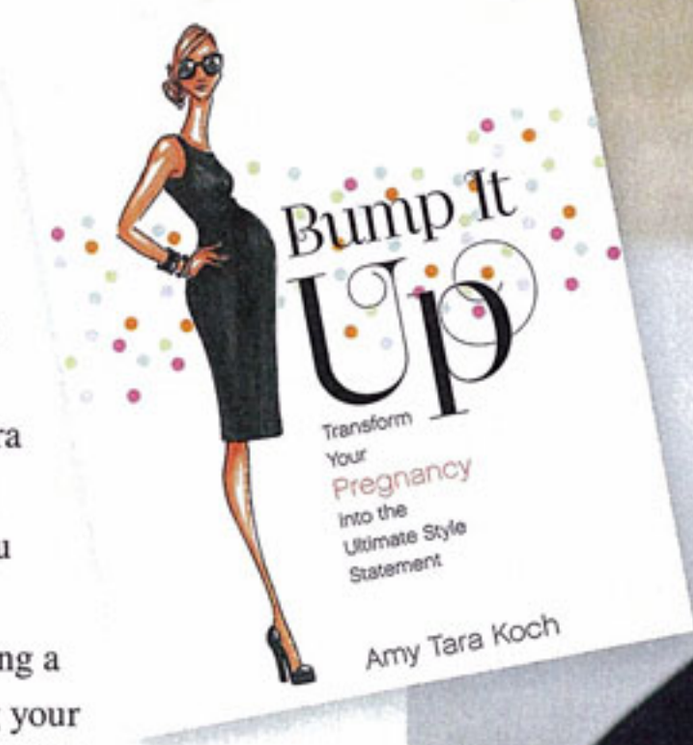
An author's guide to looking chic throughout pregnancy.

While pregnancy in general changes your life completely, one of the most frustrating factors for women can be the inability to dress their changing bodies, accompanied by the general discontent this can cause.

When fashion reporter Amy Koch got pregnant with her first baby, she immediately started covering up with sweat pants and sweatshirts; until, that is, she had a revelation. "I couldn't let my professional credibility be eradicated by leisure-wear," she says. "I had to step up to the fashion plate–even when I felt the breakfast rising in my throat–and not give in to looking dumpy." Koch then took the editorial concepts that she wrote about pre-pregnancy and fine-tuned them to create a long, lean silhouette of her now pregnant body. "It's about approaching fashion formulaically," she explains. And after she had created that perfect pregnancy fashion formula, Koch knew she had to share it. The result is Koch's new book, "Bump It Up: Transform Your Pregnancy Into the Ultimate Style Statement."

The book is a fun, yet super informative guide to all things pregnancy style. There's even a section on beauty and how to create a "faux glow" if your pregnancy isn't naturally producing the oft-spoken-of luminosity. Some of her pointers include not wearing oversized garments, always wearing heels (just giving up the ultra spikes for a more stable wedge), and always showing your décolletage–a place where you don't gain baby weight.

But Koch's formula is not about spending a fortune on clothes you can wear only during your pregnancy. She believes in buying select "fertility fashion" basics and then "bumping up" the style with layering and "super accessorizing." "The goal is to embrace and enhance your pregnancy body," Koch says. "I love all the hot celebrity moms who have drawn attention to being pregnant recently. It has given us the ability to be more dramatic and have fun with our pregnancies." Koch says the important thing to remember is that celeb moms "are not miracles of nature! They've just figured out the correct silhouettes for their pregnant bodies." In addition to her own tips and guidance, Koch's book also has sketches from famous fashion designers such as Diane von Furstenberg, Kate Spade, Nanette Lepore and Nicole Miller of their favorite maternity looks and why they work so well. "They've all had babies, and they all had their own pregnancy style for their particular body types," Koch says of the designers.



Author Amy Koch

At the end of the day, every pregnant woman has a different body type, a different pre-existing wardrobe and a different lifestyle, but the desire to look stylish throughout her nine months of pregnancy is a strong unifying factor. Koch's ultimate advice? Creativity is key. The cherry on top is that Koch's tips work for non-pregnant women, too! "Once you have that formula for dressing, it lasts for a lifetime," Koch says. "You know about proportion and what looks good, and it makes getting dressed so much easier! Putting together a look is like a painting. You have a primary shape, and then you add color and texture to it to make it a masterpiece."

For more information about Koch and her book, visit bumpitupstyle.com.
–Emily L. Foley

MORE TIPS FROM KOCH

Long scarves are the most important accessory to add a pop of color and create verticality.

Head to the swim department! Versace-esque cover-ups with leggings work great as pregnancy tunics.

Never wear sneakers unless you're going to the gym.

If something in your existing wardrobe doesn't fit traditionally, tweak it! Add a belt to a T-shirt dress to create an empire waist and give it some shape.

Can't find versions of the styles you're seeing in fashion magazines to fit your pregnant body? Buy fabric and have a tailor create a maternity version just for you!

Trade in your studs for neck-grazing earrings to elongate your body and bring attention to your still slender neck.

The Shopping **Chronicles**

JEZ checks out what's in store at three new Atlanta boutiques. –Emily L. Foley

Feminine Counterpart

Sid Mashburn has long brought a specific style to the gentlemen of Atlanta at his eponymous boutique, and now it's the ladies' turn to benefit from the intrinsic Mashburn style. Sid's wife, Ann, a former New York fashion editor and J. Crew stylist, is bringing that familiar fashion sensibility to ladies' clothes in her brand-new shop, **Ann Mashburn**. The boutique is more about style than fashion, and, just as Sid is known for custom clothing, Ann also will carry her own private line in the shop. As for other brands, they'll change with the seasons, but for summer, you'll find classic, cool styles from lines such as Roberta Freymann, Jack Rogers and St. James. The shop also carries shoes from ballet flats to traditional canvas deck sneakers as well as bags from brands such as Kendall Conrad. 1198 Howell Mill Road, 404.350.7132, annmashburn.com.

English **Pride**

A bit of British style has made its way across the pond and settled at **London Calling**, a new boutique located in the Peachtree Pointe tower in Midtown. The brainchild of English expat Melissa Harman–a London College of Fashion graduate–the store carries a limited selection of the latest edgy fashions from both established and emerging British designers. Harman also keeps an extensive online catalog and focuses on personal shopping to help customers find exactly what they need. For "birds," this means head-turning dresses from Vivienne Westwood, TopShop and unique labels such as Rare and Rainbeaux, while "blokes" can expect similarly au courant styles from Ben Sherman and Paul Smith. 1545 Peachtree St., Suite 110, 678.683.1600, londoncallingme.com.

You Wear it So Well

When Chris Glavine (wife of former Atlanta Braves pitcher Tom) and Maggie Sladky (former buyer for T. boutique in Duluth) decided to join forces and open a boutique, they had a very specific goal, and clientele, in mind. The realization of that goal is their new shop, **WEAR**, located within Red Twig Gallery in Alpharetta. It brings a well-edited seasonal selection of their favorite brands to the style-savvy who don't want to drive ITP to get their fashion fix. The casual, easy-to-wear apparel includes fashions from lines such as The Great China Wall, Helmut Lang, Free City, Genetic Denim and James Perse. 3719 Old Alabama Road, Suite 300A, Alpharetta, 770.740.9411, theredtwiggallery.com/boutique.