

# Due Maternity Launches Due Maternity Outlet



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*Stylish moms-to-be find great looks without spending a fortune on maternity clothes and accessories*

SAN FRANCISCO, April 29, 2009 — Due Maternity, specializing in designer [maternity clothing](#) and accessories, launched its new maternity outlet. Due Maternity offers active, casual and dressy [maternity clothes](#) as well as nursing accessories, diaper bags, skin care and even baby clothes and baby gifts. The addition of Due Maternity Outlet further differentiates the company's offerings of the hottest trends in fashion at affordable prices.

"Hip moms-to-be who are also savvy shoppers will truly appreciate the selection in our outlet store," said Shannon DiPadova, co-founder, Due Maternity. "The styles we carry at Due Maternity Outlet are very hot and now, with feminine, figure flattering looks that are no different from non-maternity styles. This is a nod to all those women who embrace their pregnancies as a time to feel even more beautiful. They are not the ones hiding behind baggy old sweat pants and over sized t-shirts."

Due Maternity Outlet is the shopping destination of choice for fashionable moms, offering clothing and accessories made only in the U.S. The outlet complements Due's designer and in-house label fashions found on the main web site and in retail stores. Choose from

t-shirts, blouses, peasant tops, dresses and more.

Offering more than just maternity clothing, Due has established its presence as the premier maternity lifestyle brand that specializes in celebrating this special time in a woman's life. Due Maternity's online community engages visitors with the ability to create personal page with baby's due date, gift registry, next-generation photo and video sharing, guest book, baby due date calculator, baby astrology, and even a way to create custom announcements, baby shower and birthday party invitations. Due Maternity podcasts range from parenting tips to the latest pregnancy styles and trends.

### **About**

### **Due**

### **Maternity**

Due Maternity retail stores and online shop featuring the highest quality merchandise and unparalleled customer service, was born out of necessity. While visiting family in Santa Barbara, expectant former publicist Shannon Raffetto DiPadova and her husband, Albert DiPadova, an advertising veteran, noticed an absence of maternity clothing stores among Santa Barbara's bevy of boutiques, and thus — Due Maternity was conceived. Dedicated to celebrating the pregnancy experience with beauty, style and a sense of well-being, Due offers one of the largest selections of [designer maternity clothes](#), [maternity tees](#), [maternity dresses](#), accessories, skin care as well as prenatal and lactation classes. For more information, please visit [www.DueMaternity.com](http://www.DueMaternity.com) or call 1-866-SHOP-DUE (1-866-746-7383).

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