

Vie Maternity

This Fall, moms-to-be can look as hot as Jennifer Garner and Rebecca Romijn. Known as Western Canada's largest source of designer maternity denim, Vie Maternity & Children's Boutique's selection is now available both in-store in Yaletown, and online at viematernity.com.

Mom and owner Melissa Lynne says: "Women don't have to leave their fashion sense behind when they become pregnant. It IS possible to be comfortable in your maternity clothes and look great." Reflecting Lynne's passion about retail and clothes that work with Vancouver's climate, business culture and sense of style, Vie's maternity selection includes casual, business, and formal wear made by local designers and companies throughout the USA and Europe, as well as lingerie by Elle MacPherson.

Lisa Bonet and Vancouver Canucks wives Marinette Sedin (Daniel Sedin) and Andrea Kesler (Ryan Kesler) have made store visits to buy Vie's exclusive maternity wear and denim. Vie's denim selection includes American brands Serfontaine, Citizens of Humanity, Rock & Republic, and James Jeans, recently featured on the Oprah Winfrey Show. New moms Angelina Jolie and Gwen Stefani are only a few of many celebs to have rocked these lines.

Other hot maternity Fall and Winter trends include puff-sleeve cardigans, chunky sweaters, pants, hoodies, loungewear, and holiday dresses, ranging from \$40 to \$250. Coats and jackets can double as non-maternity pieces.

Vie has a great selection of jewelry and must haves for moms including the BellaBand and new Mommy Chicness Bag, the stylish and disposable morning sickness bag. Vie is also an exclusive carrier of the Mambino Organics skin care line based in Los Angeles, which includes the Oh Baby! Belly Butter.

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Vie's children's apparel includes tops, bottoms, and footwear for kids two-years old and under. Selected dresses and bottoms are 100% organic

cotton or bamboo.

With a combined 30 years of fashion retail and business management experience, Melissa Lynne and husband Jun Paul Obayashi founded Vie Maternity and Children's Boutique in May 2007, after the birth of their first child.

Vie Maternity and Children's Boutique is located at 1038 Hamilton Street in Yaletown, Vancouver, BC, V6B 2R9. Store hours are Monday to Thursday 10:30am-5:00pm, Friday & Saturday 10:30am-6:00pm, and Sundays 12:00-5:00pm.

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