ZULILY RELEASES ANNUAL LIST OF “BEST-DRESSED BUMPS”

Top 10 Celebrities Flaunting the Most Flawless Maternity Fashions

Tips for Moms to Get the Look

Seattle, WA – February 9, 2015 – zulily, a retailer that offers thousands of new and unique products daily, today announced in conjunction with zulily Maternity Fashion Week, the second annual list of the “Best-Dressed Bumps,” featuring the top 10 celebrities who make pregnancy style look perfect. From actresses and reality stars, to rockers and princesses, these celebs are sure to inspire moms-to-be everywhere with their knack for a well-styled bump.

“Forget everything you think you know when it comes to maternity style! You don’t need to hide in black leggings and an oversized top for nine months,” says Robin Otto, maternity fashion expert at zulily. “There are so many great brands creating maternity clothes now that are stylish and affordable, not to mention styles that can be worn post-pregnancy without looking frumpy. These celebrities nail it with looks that range from casual to red carpet.”

zulily’s list of “Best-Dressed Bumps” include:

1. Blake Lively: Just wow. Her debut bump photo with mixed prints gave us all goose bumps and it’s not stopped since! Between her red carpet styles (who can forget the backless black number) to her everyday eclectic looks, she always looks chic no matter what.

2. Kristen Bell: For her second pregnancy, Kristen showed a great balance of fashion and comfort, and we couldn’t agree more with her when it comes to keeping your maternity clothes fitted. From florals to fitted formal looks, Kristen knows what works for her body and rocks it with panache.

3. Kate Middleton: No surprise that Princess Kate made the list again for nailing classic elegance the second time around. Kate knows how to pick silhouettes that flatter her figure and give her a prim and polished look, but can also rock jeans and coats that exude a casual and preppy vibe, when appropriate. Almost everything Kate wears sells out immediately – enough said.

4. Carrie Underwood: What negative thing is there to say about this lovely southern belle? She was absolutely glowing when she hosted the CMA awards, wearing 10 absolutely stunning different looks that all fit her beautifully. Our favorite? The sweet, pale-pink Randi Rahm that accentuated the singer's growing bump.

5. Jennifer Love Hewitt: If there was a bohemian category on this list, Jennifer would own it. We love seeing her rock fabulous prints, which many women tend to
stay from. She’s not afraid to show off her bump with some more fitted pieces as well, which can typically be more flattering.

6. Tamera Mowry: This already busy mother of one has not let that slow her down in the fashion department. Tamera has been looking awesome throughout her pregnancy and has not been afraid to wear color. Remember, skip the black!

7. Kourtney Kardashian: While many folks have a love/hate relationship with Kardashian fashion, when it comes to pregnancy style, Kourtney has had plenty of practice! With a super petite figure, Kourtney does a great job of wearing silhouettes that work well, and has been known to incorporate both maternity and non-maternity clothes into her wardrobe.

8. Ali Larter: Ok, here is the exception to the “avoid all-black” rule, because no one makes it look cooler than Ali. This effortless beauty has been looking radiant throughout her pregnancy and knows how to make an all black ensemble pop by pairing it with the right accessory.

9. Shakira: With baby number two on the way, this Latin rocker has not given up her penchant for spicy, sexy style – just look at that deep V-neck! We also love her "inspired gift registry" that encourages people to donate food, vaccines and other supplies to needy children. Sexy AND giving – now that is a combo!

10. Zooey Deschanel: Although the news is very fresh of Zooey expecting her first baby with Jacob Pechenik, we expect that her usual indie vibe will translate throughout her pregnancy. She promises to be a fun one to watch in the coming nine months!

“While these women have mastered everything from casual to runway style, you don’t need to have their budget to reproduce many of these looks at affordable prices,” said Otto. “With the right jeans, a few tops, and some easy-to-follow tips, anyone can have a well styled bump.”

#1- Invest in a great pair of maternity jeans.
Purchase a pair of over-the-belly denim when you are about 13-16 weeks along. It may seem unnecessary in the early stages, but you will be grateful that you have them once you hit the 6-month mark.

*Style Tip: you can fold over the belly to create an underbelly jean if you do not fill out the belly band or if you need added support at the hip area. You can also do the same thing after pregnancy, stretching (pun intended!) the life of your jeans.

#2- Look for side-ruched tops.
“Side ruched” tops are great because they hide the early pregnancy belly when you haven't quite popped yet, as well as camouflage any problem areas after baby has arrived.
*Style Tip: Look out for tees like that are 100% cotton. They do not hold their shape as well as tops with a spandex blend.

#3 Buy true maternity wear instead of just going up a size.
Maternity clothes are fit to a pregnant model and designed with a drape to accommodate a growing baby bump. Invest in key pieces to get you comfortably through pregnancy.

*Style Tip: If you want to utilize some of your pre-pregnancy wear, put on your pre-pregnancy blazers and cardigans open and pair them with a fitted maternity tee and maternity pants.

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zulily (http://www.zulily.com) is a retailer obsessed with bringing our customers special finds every day—all at incredible prices. We feature an always-fresh curated collection for the whole family, including clothing, home decor, toys, gifts and more. Unique products from up-and-coming brands are featured alongside favorites from top brands, giving customers something new to discover each morning. zulily was launched in 2010 and is headquartered in Seattle with offices in Reno and Columbus. zulily’s shares are traded on the Nasdaq Global Select Market under the symbol ZU.