

J BRAND

For Immediate Release:
Marina Morrison
Wetherly Fashion Group
310-858-1807
marina@wetherlyfashiongroup.com

J Brand Launches “Mama J by J Brand” Maternity Jean Exclusively at A Pea in the Pod® Revolutionary Stretch Side Panel Emphasizes Comfort and Fit

May 29, 2007 (Los Angeles, CA) — If you're a mom-to-be, you know the drill...trying to find attractive jeans to live in for nine months is not an easy task. A Pea in the Pod® and J Brand, famous for classic and sophisticated jeans with an emphasis on fit, have launched “Mama J by J Brand”. This new jean with 4-Way XFIT LYCRA® denim, gives women an extraordinary amount of movement and comfort. Mama J also features a revolutionary design, with elastic on both sides instead of the usual front pouch, adding both comfort and style. A front zipper and button round out the look.

Mama J puts femininity and fashion first, not only during pregnancy, but also post-pregnancy, since the jeans accommodate women's bodies as they regain their shape. “We are thrilled to be the first to bring this unique, comfortable design to pregnant women who deserve only the best at this important time,” said Susie Crippen, Creative Director and Co-Founder of J Brand. “The cut of our new jeans emphasizes the beauty of a pregnant woman while accommodating her every move throughout her entire pregnancy, and she also has a great jean to wear while getting back into shape after the baby is born.”

Susie interviewed countless pregnant women to find out what they wanted and needed in their jeans. Based on the results, she made the jeans lower in the front and higher in the back, and created an option for women who wanted a maternity jean without extra fabric over their bellies.

J Brand jeans are a favorite of many celebrities, and the maternity style is no exception. Naomi Watts and other celebrity expectant moms love the Mama J versatility. “We are excited to welcome Mama J by J Brand, available exclusively at A Pea in the Pod,” said Rebecca Matthias, President and Creative Director. The Mama J jean retails for \$210 and can be found at all 47 A Pea in the Pod store locations, including A Pea in the Pod within Destination Maternity™ stores and by visiting www.apeathepod.com.

J BRAND

About J Brand

Founded by denim manufacturer Jeff Rudes and stylist Susie Crippen, J Brand has revolutionized the denim industry. Paying attention to fit, stitching details and clean finishes, they have created a combination of sexiness, comfort and style in a variety of women's jeans. A favorite of celebrities, J Brand jeans can be found at a variety of stores worldwide. Visit www.jbrandjeans.com

About A PEA IN THE POD®

A Pea in the Pod is the nation's luxury maternity designer, dressing Hollywood's most renowned celebrities, including Naomi Watts, Tori Spelling, Marcia Cross, Jenna Elfman, Maggie Gyllenhaal, Cate Blanchett and many more. A Pea in the Pod is for the discerning client and offers exclusive access to designer brands such as Diane von Furstenberg, J Brand, C&C California, Joie, Vince, Velvet, A Pea in the Pod and more. www.apeathepod.com