



## **Fertile Mind's Glamourmom Nursing Bras Received JPMA Award For Innovation, Marketability, Appeal And Usefulness**

*Glamourmom is the world's leading designer and manufacturer of patented built-in nursing bra designs. Founded in 2000, Glamourmom products are made exclusively from high quality Danish Green Cotton.*

For Immediate Release

SEAFORTH, Australia/EWORLDWIRE/June 22, 2006 --- Glamourmom, creators and manufacturers of the patented Built-In Nursing Bra Tank, was selected from among more than 130 product submissions as one of the ten most innovative juvenile products announced at The Juvenile Products Manufacturers Association 2006 International JPMA Show.

Internationally recognized, the JPMA Innovation Awards highlight some of the most exciting new products in the marketplace today. Retail buyers and trade and consumer media representatives served as judges for the competition. Products are evaluated on innovation, marketability, trend setting potential, appeal and usefulness.

Created by Line Rothman following the birth of her first child, the Glamourmom Built-In Nursing Bra Tank was born of Rothman's frustration with searching for supportive and discreet, yet stylish and fashionable, nursing apparel.

Combining complete post-partum tummy coverage with an exclusive built-in, four-layered soft-cup frame, Glamourmom's sexy tanks have flaps that fold down for easy nursing, clasps that sit flush to the fabric, adjustable shoulder straps and a mesh liner to hold nursing pads in place. It is a bra, a tank and an undershirt and is everything a new mother needs to feel comfortable and fashionable while breastfeeding.

### **About Glamourmom**

Glamourmom LLC is the world's leading designer and manufacturer of patented built-in nursing bra designs. Founded in 2000 by Line Rothman, Glamourmom products are made exclusively from 92 percent high quality Danish Green Cotton, eight percent elastic and are all machine washable. Glamourmom fashions are sold in more than 1,000 stores world wide.

### **About JPMA**

The Juvenile Products Manufacturers Association is a national trade organization of more than 350 companies in the United States, Canada and Mexico. The companies manufacture and/or import infant products such as cribs, car seats, strollers, bedding and a wide range of accessories and decorative items.

HTML: <http://www.eworldwire.com/pressreleases/14846>

MOBILE: <http://e4mobile.com/pressreleases/14846>

PDF: <http://www.eworldwire.com/pdf/14846.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/308872.htm>

---

LOGO: <http://www.eworldwire.com/newsroom/308872.htm>

**CONTACT:**

Peter Hooker  
Fertile Mind Pty Ltd  
PO Box 215  
Seaforth, New South Wales  
Australia 2092  
PHONE. 61-2-9905-0199  
EMAIL: [peter@fertilemind.com.au](mailto:peter@fertilemind.com.au)  
<http://www.fertilemind.com.au/maternity-wear>

**KEYWORDS:** nursing wear, morning sickness, bando, mumscoach, maternity wear, maternity clothes, maternity clothing, maternity support, maternity bra, pregnancy clothing, pregnancy clothes

**SOURCE:** Fertile Mind Pty Ltd