

BONUS! Expectant Mother's Guide

Time Out

New York

Kids

THE ULTIMATE GUIDE TO NYC PARENTING

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Recently opened



Bump “Give up wine, coffee, sushi—not fashion”. Such is the apropos motto of newcomer Bump, a welcome (and overdue, given the dearth of maternity shops in the ’hood) addition to the so-called stroller capital of Brooklyn. Resident Park Slope moms Hannah McDonald and GaSaDi Odunsi, who met at a Mommy & Me yoga class just over a year ago, stock their store with plenty of cool options—such as Momzee dresses and pants (\$75–\$200) and hip emblazoned tees by Muze (\$65)—so moms-to-be don’t have to compromise the way they dress (lest they “start to compromise the way they feel,” says McDonald).

With its exposed-brick walls, comfy white chairs and black-and-white prints by area photographer Robert Falk, Bump’s atmosphere, relaxed yet sophisticated, is a nice alternative to that of traditional maternity shops. And for so many working moms (the “Brooklyn baby boom” is undeniable, notes Odunsi), it’s local. No more rushing to the Upper East Side on lunch breaks to shop for stylish maternity clothes.

“Once you have a child, your experience of living in the neighborhood totally changes,” Odunsi says, and she would know. She has met tons of other new mothers—since she had her son, that is—so she and McDonald strive to make their boutique not only a purveyor of fine maternity wear and

baby essentials but also a community unto itself “to help bridge the gap between pregnancy and motherhood.”

Along those lines, they will begin hosting monthly events for expectant moms in the fall, occasions for socializing and learning over mocktails. Guests are slated to include doulas, skin-care experts and child-care specialists (check the store’s website for updates). They also have a close-knit moms’ group of about 20 mothers—19 of whom are now pregnant for the second time.

Of course, the real reason pregnant women walk through Bump’s doors is to purchase something fashionable to wear. The wide selection of jeans by Jay & Co., Paper Denim and other brands ranges in price from \$65 to \$155; classic but funky outerwear by Brooklyn-based Schone runs \$99–\$265; and you can even load up on body products by Basq and Mi Amore. Odunsi, who is expecting her second child, often models some of the store’s most comfy finds. Her favorite: a fun print dress from T Bag (\$145–\$225), a newly introduced maternity-dress line that includes options right for the playground or the job. What more can you ask for?—*Alicia Lowenstein*

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