

MUM'S
THE
WORD



Laila & Spot

REAL BEAUTY
REAL CLOTHES
REAL MUMS



When planning our latest shoot we thought; 'how great would it be to include some of our mums in the photography?'

We put a shout-out on facebook and were overwhelmed by how many mums put their hands up to get involved. We ended up working with five wonderful mums although I wish we could have included everyone. The day was amazing, so full of positive energy and enthusiasm thanks to our amazing, super model mums. Thanks to our wonderful photographer Paul who not only worked tirelessly all day, but let us take over his entire house with change rooms, clothes racks, steamers and even a feeding room.

We're extremely proud to show off some new additions to the Laila & Spot range, but even more proud to introduce you to some amazing mums who really are the inspiration behind everything we do.

Laila

1 GORGEOUS BABY BOY
5 MONTHS OLD

JADE

WHAT I LOVE MOST ABOUT BEING A MUM:

I love that I get to be silly and rediscover the world through a child's eyes

SOME OF THE CHALLENGES I'VE FACED:

Before my son came along I was always very organized... Learning to let go and just roll with it has been as challenging as it has rewarding!

WHAT I'M LOOKING FORWARD TO MOST
ABOUT THE PHOTO SHOOT:

Having my hair and make up done... it's only ever happened once before!



1 BEAUTIFUL BABY GIRL
8 MONTHS OLD

SARAH

WHAT I LOVE MOST ABOUT BEING A MUM:

The love! The overwhelming, consuming love you have, instantly, for your baby.
And the smiles. Her smile melts my heart and in a second I don't have
a problem in the world

SOME OF THE CHALLENGES I'VE FACED:

I have only been a mother for a short time so I'm sure most of my challenges
are ahead of me. The biggest challenge so far has been learning a whole new
routine, which is mostly dictated by a little baby and not yourself. Learning to
leave the house on time, how to pack your entire house for a small trip to the
shops, juggling work and childcare and housework, and keeping your sanity!
It's all a learning curve and I'm still learning!

**WHAT I'M LOOKING FORWARD TO MOST
ABOUT THE PHOTO SHOOT:**

I'm so nervous! I'm looking forward to meeting some other mums
and learning more about the brand Laila & Spot and just having fun!



3 AMAZING KIDS,
7 YEARS, 5 YEARS AND 2 YEARS OLD

NARDIA

WHAT I LOVE MOST ABOUT BEING A MUM:

I love the intimacy that you only have with your baby, the funny little people you have created who are so different and unique, watching them change and grow in who they are.

SOME OF THE CHALLENGES I'VE FACED:

Lots of challenges, PND, trouble getting and staying pregnant with number 2 and 3, daughter with sensory sensitivities and older son with mild autism spectrum disorder, youngest who still wants to sleep with one of us every night.

WHAT I'M LOOKING FORWARD TO MOST ABOUT THE PHOTO SHOOT:

Looking forward to Friday as a day for me to feel special. Never had my make-up done before. Looking forward to showing my daughter photos of Mum hopefully looking a bit glam, she is amazed by the idea of me getting hair and make-up done.



1 BOUNCING BABY BOY
21 MONTHS OLD

JUHI

WHAT I LOVE MOST ABOUT BEING A MUM:

Everything is so special but I love the different emotions I've felt since having Hunter in my life. I've never felt so proud of anything!

SOME OF THE CHALLENGES I'VE FACED:

Not being in control of things and able to organise ahead of time.

WHAT I'M LOOKING FORWARD TO MOST
ABOUT THE PHOTO SHOOT:

A different and challenging experience. Something I've never experienced before.



1 WONDERFUL BABY BOY, 4 WEEKS OLD

KAREN

WHAT I LOVE MOST ABOUT BEING A MUM:

The ability to share my love with my son, watch him learn grow and develop, the connection through breastfeeding, and knowing that my husband and I have created him...a special little bundle of joy.

SOME OF THE CHALLENGES I'VE FACED:

The loss of our first born son Ethan at 30 weeks, has reminded us just how precious each little life is, and we're so relieved and filled with happiness now that we have a beautiful little boy Zachery to bring home.

Learning and growing with Zac, tuning into his wants and needs, while taking care of myself while sleep deprived!

Knowing how and when to breast feed while we're out and about, including what is appropriate to wear.

WHAT I'M LOOKING FORWARD TO MOST ABOUT THE PHOTO SHOOT:

I'm curious to see what is involved in a photo shoot, and looking forward to getting hair and makeup done, while exploring the new range of clothes. I'm looking forward to seeing the new catalogue and how my photos turn out.



HI LAILA,

The tops arrived yesterday and thank you so much for the leggings. It's finally starting to cool down in Qld so I'm looking forward to wearing them.

I hope you don't mind me sharing my story (and feel free to use some as testimonial if you want) but I love love love your clothes and tell all new mums about you. I had a horrendous start to breast-feeding - blocked ducts, mastitis - and felt pretty average for the first three months. Thanks to your singlets and lounge pants, I actually managed to feel presentable and that made a huge difference to my sense of wellbeing. I couldn't wear a bra for ages so the singlets were ideal and so soft on my skin. I had bought other breast-feeding items and they were a joke! Those t-shirts with the side access? Laughable when you have engorged breasts, sore nipples and can't wear a bra. Most singlets with clips were uncomfortable and scratched my skin leaving welts. I was almost despairing of never finding something to wear until I heard about your clothes through an online forum. Now, I still have to feed wearing a shield but I can wear a bra again and your t-shirts are ideal for that as I can discretely get the shield on while staying covered up.

Thanks again Laila, you have been a sanity-saver!

HELEN

NEW DESIGNS
AND
WINTER STYLES



CUBE TEE

COLOURS   

This top features our 'second skin' design providing easy breastfeeding access while ensuring privacy and comfort for mum. The Cube Tee also has a handy pocket to keep all your bibs & bobs in easy reach when you have your hands full.

Fabric: Cotton/Viscose/Spandex

Sizes Available: S, M, L, XL

RRP \$55.00

NEW



AMANDA TEE

COLOURS 

This top is sure to become a staple for your wardrobe in the cooler months ahead. The Amanda Tee features our secret feeding zip design providing easy breastfeeding access while ensuring privacy and comfort for mum.

Fabric: Viscose/Spandex
Sizes Available: S, M, L, XL

RRP \$60.00

NEW







MELINDA TEE

COLOURS 

This casual, stylish top is sure to become your everyday go-to tee. The Melinda Tee is super comfy, easy to wear and features our 'second skin' design for effortless breastfeeding access while ensuring privacy and comfort for mum. The Melinda Tee also has pockets to keep all your bibs & bobs in easy reach when you have your hands full.

Fabric: Cotton/Viscose/Spandex

Sizes Available: S, M, L, XL

RRP \$55.00

NEW





LONG SLEEVE STRIPED TOP

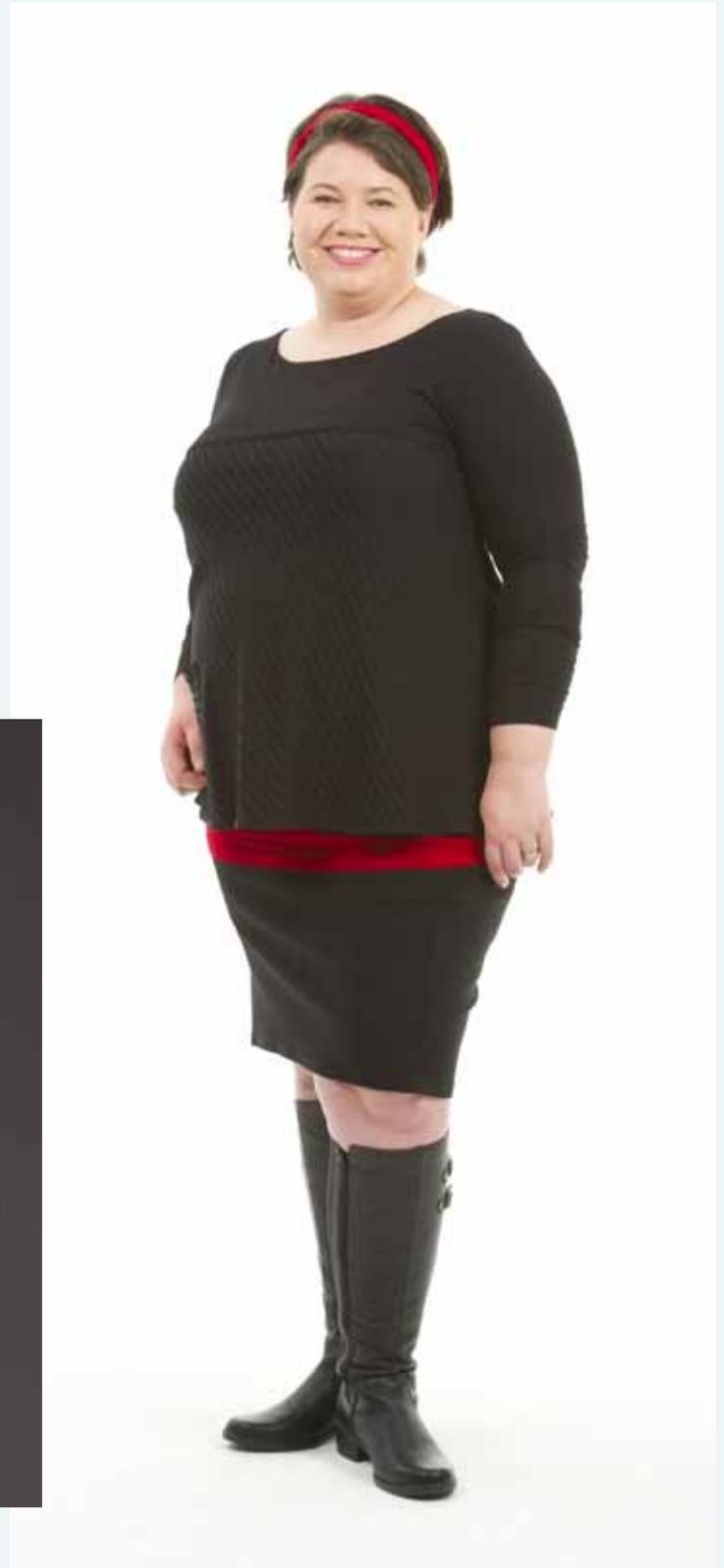
COLOURS  

This top features our 'second skin' design providing easy breastfeeding access while ensuring privacy and comfort for mum. The top has pockets for easy access to keys and phone and fitted sleeves, with gathered detail at the cuff.

Fabric: Viscose/Spandex

Sizes Available: S, M, L

RRP \$60.00



WHY THE WORLD NEEDS CLOTHES FOR NEW MUMS

Dawn from Motherhood blog 'Kangaroo Spotting' summed-us-up perfectly in a recent post she wrote about Laila & Spot. Here's an summary:

Why is it so difficult to find nursing-wear that is not hideous or expensive? I spent a small fortune on maternity wear, most of it bump-hugging and glorious.

Much to my naivety- once I gave birth to my bouncing baby girl, those stretchy tube dresses were no longer practical. I went from belly-pride to belly-hide in a matter of moments. Not to mention I lacked the foresight necessary to realize that my boobs needed to be freed from my clothing about a thousand times daily.

Desperate and exhausted, I scoured the internet for nursing-friendly attire, and found some amazing, and comfy looking clothes... in Scandinavia... with price-tags even higher than Australian ones. So I surrendered to my sweats, and big button-downs. I completely lost any sense of pride in the way I looked - call me superficial but at the time I needed all the help I could get. I felt fat, unattractive and unsure about the battered body which had just let forth a miracle.

Someone needed to design cute, comfy, affordable, nursing-wear for new mothers. While I moaned frumpily, someone was all over it and her name is Laila. She founded a revolutionary company called Laila & Spot.

Finally! Clothing for new mothers and I'm not talking about maternity wear. "So you WERE a glowing, expecting mum. But now you ARE a mum – a first time mum or a mum all over again. Either way, among other challenges to be overcome – get ready for war with your wardrobe."

Laila & Spot clothing is trans-seasonal and is designed to be layered. This is strategic, taking into consideration the rapidly changing body temperatures for new mothers. The fabrics are breathable, stretchy and easily wipe-able (bonus.) Plus they have zips in all the right places, privacy shields and great, metal clasps. Gone are the days of fiddling with the crappy plastic ones - Laila & Spot have engineered a user-friendly clasp. Yus! And in even more good news, the colors and lines are simple so the pieces mix and match easily. They are clean, practical designs that appeal to all different tastes.

It's understandably difficult to picture what post-baby-life looks like when you're pregnant with your first. My old friend hindsight has given me yet another gift which I will take as advice: "Next time you are preggers, invest in post-baby threads." I share this wisdom because believe me, clothes are the last thing you'll have the energy to worry about with a newborn hanging around.

www.kangaroospotting.blogspot.com.au

LONG SLEEVE DRESS

COLOURS 

With concealed breastfeeding access through a zip cleverly hidden in the seam of the two colours of the dress. The dress design also includes pockets for easy access to keys, phone and everything else you need to keep in easy reach, and a stylish cuff design with split detail.

Fabric: Viscose/Spandex

Sizes Available: S, M, L

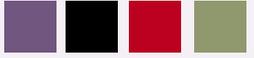
RRP \$65.00







THE TUNIC

COLOURS 

Our tunic is shaped to have an elegant design making the most of its clever 'second skin'. The inner layer sits scooped below the bust, providing privacy when breastfeeding. The outer layer has a comfy loose fit, shorter in the front and longer at the back, to meet up with the inner layer. The two side pockets are perfect for keys & mobile

Fabric: Viscose/Spandex (Red & Purple)
& Bamboo/Spandex (Black & Green)

Sizes Available: S, M, L, XL (Red & Purple)
S, M, L (Black & Green)

RRP \$45.00



HOT MAMMA TEES

T-Shirts used to be a staple in your wardrobe, but as a new mum suddenly your life has changed and a normal tee no longer fits the bill. Relax - We've designed one just for you! Our T-Shirt has a flattering fit with discreet breastfeeding by lifting the front of the tee, whilst a discreet 'second skin' layer ensures you're not exposed and hides your tummy. This second layer is a tighter fit and sits scooped just below the bust. Made of the same colour fabric as the T-Shirt itself, the underskin layer doesn't look obvious or different.

Fabric: Bamboo/Spandex
& Viscose/Spandex
Sizes Available: S, M, L

RRP \$35.00



Hot Mushroom

Hot Sapphire

Devil May
Care Black



Hot Berry



Hot Paprika



LEGGINGS

COLOURS



Another wardrobe staple. So what makes our leggings different? Its the things you can't see! Made from soft natural viscose, these leggings ensure your skin breathes easily so you can wear them for long periods of time, as new mums just don't have the luxury of changing often. The waist is constructed with great care for new mums - no elastic through the front, which means c-section scars and post baby tummies aren't left feeling uncomfortable. The elastic sits through the back providing all the support you need. Our full length footless or 3/4 length leggings can be paired with our tunic, short dress or any long top.

Fabric: Viscose/Sandex

Sizes Available: S, M, L

RRP \$30.00





A HUGE ROUND OF APPLAUSE
FOR OUR BEAUTIFUL MUMS;
JUHI, SARAH, NARDIA, KAREN & JADE

Big love to Nibbly Bits Jewellery for
supplying the amazing 'bling' for our shoot.

