

egg® news

Issue 1
Winter 2005

5401 Empire Dress \$389 | 5402 The Dress \$299



1312 9 Months Top \$89 | 3303 Zip Cords \$129

enjoy your winter in style

The EGG winter collection is arriving in our stores on a daily basis over the next two months, your copy of our fantastic new winter brochure is enclosed. Whatever "The Look" - EGG will have you feeling fresh and funky, and most importantly comfortable for one of the most special times in your life.

Here are a few words from our designer, Charlotte Devereux, on the latest collection. We know this will get you enthusiastic about the winter season ahead, even if the weather's not that inspiring!

"EGG's essentials range keeps pace with your changing shape! Soft, stretchy fabrics to give you the utmost comfort and style. Tweed and herringbone create a "ladylike" look for this winter. Pair a pencil skirt with a fur shrug and lace up shirt to give it a sexier feel - very La Dolce Vita!"

For a more laid back glamour - the new dark denim jeans worn with a pale pink pea coat is a must. Ponchos, shrugs and wraps - the perfect fashion accessory for the pregnant women. Throw together with a funky pair of cord jeans or a pleated mini kilt - the look is very sassy!



Embellishment is beautiful.

There is a sprinkling of sparkle and bead in our designer range - "Charlotte Devereux for EGG". Velvet, satin and fur from the duskiest pink and pale moss green to intense aquamarine and berries - colours are warm and intoxicating!

For a more casual feel EGG's new denim skirt is a favourite and oh so versatile. Wear with a crossover merino top or mohair wrap.

Why shouldn't maternity wear be seen as a fashion item? **EGG believes it can.**

6400 Pea Coat \$275 | 4401 Pea Skirt \$139.50



5300 Paris Dress \$179



look the business

At EGG the next generation in business fashion has arrived! The EGG corporate range will provide YOU with the edge during your pregnancy, so you can continue to look the business! For those of you still working, we are bringing contemporary maternity fashion into the workplace. The range features beautifully tailored mix and match pieces in the highest quality fabrics. YOU can take an item from the corporate series and add a fabulous piece from the winter collection. The range includes a stylish and flattering jacket with a subtle pin stripe; combine it with our popular D Ring Pant, Classic Skirt, French Cut Shirt, or the striking new lace up shirt. Very smart and timeless.

159 French Cut Shirt \$119 | 6502 Suit Jacket \$179 | 73 D Ring Classic Pant \$129



i want one of those

Remember to phone us and have an item set aside if you spot something that takes your fancy from our winter collection. We'll ring you immediately when a particular item arrives in store, and we'll hold that item for you for up to three working days, so you have first option on that garment, and most importantly you won't miss out. There is absolutely no obligation for you to purchase the item, should you decide you don't want it after all. We've made it simple for you to reserve the items you like, and try before you buy!

We are happy to accept phone orders too, if you have difficulty getting into our store. Enjoy!

nurseryfurnitureSAVE\$\$

We've teamed up with Gro-Year's nursery furniture to bring YOU a fabulous deal and save you plenty of money on top quality nursery furniture for your new baby. Check out the special in the enclosed Gro-Year's flyer and come and view the Windsor range in store at EGG. We'll arrange for the items you purchase from us to be delivered directly to your door FREE OF CHARGE. It couldn't be cheaper, easier, or more convenient to get the quality furniture items you require for your little one. Offer available exclusively through EGG Maternity Wellington and Christchurch.



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special

Valid to 30/04/05 or while stocks last

FREE Basic Fitting T (value \$59.95) – As a valued client we have a special offer just for you. Bring this coupon in and receive a **FREE** Basic Fitting T (style 77) in YOUR choice of colour - black or white, with any purchase over \$499.

stylish and unique oi oi nappybags

EGG now stocks the fabulously stylish OI OI Nappy Bags. Having a baby brings a lot of changes but it doesn't mean you have to change your style. These modern and sophisticated bags keep you looking great when you're out and about with baby. They also come with all the features you'll need from your nappy bag; insulated bottle holders, micro fibre change mats, internal pockets for nappies, wipes, and the cell phone, etc. There is even a bag clip for your keys, so they won't get lost amongst all the baby paraphernalia!!! There are sixteen fabulous designs to choose from.

Come down to EGG and take a look at the nappy bag everyone is raving about, or check out the range online at www.oioi.com.au then phone us to place your order.



new additions breastfeeding tops & maternity bras

Don't let it be said that at EGG we don't listen to what our customers tell us. We've had numerous requests for both breast feeding tops and maternity bras and we are happy to announce they are now both part of the EGG range.



EGG's new tie t shirt (style 1302) and lounge top (style 1303) are the perfect breast feeding solutions. These tops can be worn through out your pregnancy and then after - incredibly versatile.

Our wonderful new maternity bra is both attractive and practical. Put those dowdy looking bras in the bin, because EGG has a beautiful new option that looks lovely on you and offers practicality while you're breast

feeding. The bra is available in flesh and black, sizes 12B to 16DD. Team the bra with our funky new boy leg briefs and you'll look the part from head to toe.

bling



You don't have to be pregnant to enjoy our exquisite collection of gems from Sarah Gray. This stunning series of costume jewellery features unique vintage and contemporary designs that add that finishing touch to YOUR outfit. Necklaces, bracelets, earrings, and brooches ... all completely delicious! Come and take a look the new items now in-store.

bling from sarah gray

EGG Spanding

EGG Maternity now has 14 retail stores within New Zealand, and we have just jumped the ditch to bring the Australians some style on the maternity front. In November the EGG team put on their glad rags for the official launch of EGG Australia, celebrating the opening of EGG stores in Sydney, Melbourne and Brisbane. See our web site www.eggmaternity.co.nz or the latest winter brochure for details on our store locations throughout Australasia.

celebs in egg

Recent article from Who Magazine

NEWLY HATCHED - Designed in New Zealand by mother-daughter team Colyn Devereux-Kay and Charlotte Devereux EGG (Essentials for Growing Girls) maternity cloths can be worn from the first to the ninth month of pregnancy - and afterwards. "I have loved wearing EGG maternity pieces through my pregnancy. They have beautiful dresses, super comfortable (and flattering) cargo pants, plus great everyday tops," says TV personality **Sophie Falkiner**, who wears EGG along with fellow celebrity mums **Sarah O'Hare, Kylie Bax, and Samantha Perkins**.

Pictured: Australian celebrity Sophie Falkiner in EGG Pleated Dress



egg®
must



haves

check out this website for great deals on mother & baby products
www.thenappystore.co.nz

shop hours mon - fri 10 - 5.30 sat & sun 10-4
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