

## BellaNové

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# BellaNové

Four million women give birth in the United States annually. A time full of joy, excitement, and anticipation, pregnancy for today's working woman also represents nine months of rapid bodily change—and complete overhaul of her regular wardrobe. A 2015 Pew Research report indicates that working while pregnant has become an increasingly common trend, with 66% of American mothers working during pregnancy. These women are also working longer into their pregnancies, with 82% continuing in the workplace eight months into term. *BellaNové* answers the call of expecting mothers everywhere who seek affordable yet quality, well-fitting, and work-appropriate maternity wear.

A membership-based maternity-wear rental service, *BellaNové* offers its customers the flexibility they need in a pregnancy wardrobe and the efficiency they need in the shopping experience. With a monthly membership of \$129, \$159, or \$199, our customers select for door-step delivery up to 5, 8, or 12 items, respectively, from our finely curated online closet. Over a three-month period, our average customer can rent up to 36 items at 1/5 the cost she would have paid to purchase them. The beauty of *BellaNové* lies in its adaptability to the life and body of an expecting working mother.

Rather than settling for nine months in the same pair of elastic-waist pants or dishing out several hundred dollars for a few nicer items she would probably be able to wear no more than a few times before outgrowing them, *BellaNové* gives the expecting working woman a revolving wardrobe that adjusts in size, comfort, and work-appropriateness. With proprietary truefit technology, *BellaNové* will leverage machine learning to predict individual customer preference for style, fabric composition, and more, matching each woman with the designs that will have her and her baby bump looking and feeling their absolute best.