George at Asda Launches the 'Wonderfit Maternity Jeans' - the Magic Jeans That Grow With Your Baby Bump

Tuesday 7 October, 2014

-George at Asda launches miracle jean that grows and shrinks with your changing pregnancy shape for just £18

-Jeans will fit perfectly throughout a full term pregnancy, stretching up to three sizes
-Over 40% of women reveal they were between one and two stones heavier by the end of their pregnancy
-Half of women claim jeans are a wardrobe "essential"

After introducing the hugely successful 'Wonderfit Jeans' to its womenswear range in 2013, George has now extended the innovative technology to its new maternity collection.

The miracle jeans increase and decrease in size as you gain and lose weight and can accommodate an ever-growing baby bump too. The smart design means women can now wear the same pair of jeans throughout their whole pregnancy. The jeans will fit perfectly whether it's week five or week thirty-five.

Over 40% of mothers said they gained between one and two stones over the course of their pregnancy and half of women surveyed admitted to spending up to £200 on a new wardrobe to fit their changing shape across the 40 weeks of their pregnancy. Thrifty shoppers should take note – the maternity jeans favoured by Kate Middleton, from designer label J Brand, cost more than TEN TIMES the price at a whopping £180.

A third of women complain that High Street maternity clothing is more expensive than shopping for standard wardrobe staples. At just £18, the Maternity Wonderfit Jeans are exactly the SAME price as standard Wonderfit, meaning that Asda shoppers won't be paying a premium for the maternity design features at what is already an expensive time in their lives. Asda's original Wonderfit Jeans have been flying off the shelves since their launch in 2013, with sales figures reaching over 3,000 pairs a week – that's an average of one pair a minute.

Over 50% of women said that jeans are a wardrobe "essential" - yet just 10% of women are able to wear their normal denims during pregnancy as their body shape changes.

The Maternity Wonderfit Jeans' innovative technology uses a compact weave fabric with high elastane content allowing the same pair of jeans to fit perfectly even if women change up to three dress sizes throughout pregnancy. The specialist fabric ensures the jeans keep their shape, springing back to the smallest size once washed. Instead of a traditional fly and waistband, the maternity style features a jersey overband that will stretch to the size of the baby bump for added comfort.

Helen Low, Design Director of George said: "Mums-to-be deserve to look stylish and fabulous throughout their special time. At George, we are hugely proud of our maternity range, which incorporates all the design expertise and fashion forward detail that can be found in the rest of our womenswear collection. Our unique Wonderfit Jeans are already a wardrobe staple for thousands of women across the nation, so to bring this innovative technology into our brand new maternity offering is a great way to offer a stylish solution to expectant mums. No matter how much your body shape changes - and your baby bump grows – our 'wonder' denim will fit perfectly."

Available in indigo and black, the jeans are sized at Small (8-10-12), Medium (14-16), and Large (18-20) and are available online at www.george.com now.

Results obtained from Asda's Pulse of the Nation survey 2014.

-Ends-

Press contact:

Jasmin Watts
E: jasmin.watts@freuds.com

Media:





Related Sectors:

Retail & Fashion ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk