



SHOPPER ES SHOPPER ES SHOPPER ES SHOPPER ES S' LONDON SHOPKEEPERS

ladies in waiting

At last – 9London provides a stylish maternity shop for mothers-to-be

Edited by Maggie Davis

What is it?

The most fashionable maternity shop in London. Since Emily Evans (right), 30, and Adela King (far right), 29, started selling cool pregnancy wear to friends from a Knightsbridge showroom just over a year ago, their brand 9London has grown from strength to strength. The demand for their maternity clothes became so great they were forced to move into a shop, which opened three weeks ago. They chose Hollywood Road, just off the Fulham Road, to house their growing collection of stylish clothes – from glamorous Diane von Furstenberg dresses to sassy Minnow tie-dyed tracksuit bottoms.

Who's behind it?

Adela and Emily met ten years ago, while working for a small fashion label. Adela went on to become an account manager for the PR company Halpern, while Emily went to work on international sales for Elspeth Gibson and Catherine Walker. When Adela became pregnant five years ago, they decided to change direction. 'We suddenly realised there was literally nothing fashionable available for pregnant women,' says Adela. The pair went about changing that by sourcing pregnancy wear from LA and by asking London designers to come up with small collections for pregnant women.

What's the image?

The two-floored shop, designed by interior designers Matthew Booth and Bevan Roper of design company Before After, has a deliciously girlie Fifties feel. 'We didn't want it to be shabby chic at all,' says Matthew. Instead they've created a pretty, clean-lined and inviting shop that lures in women who aren't even pregnant.

What makes it different?

Style. While other maternity shops stock mediocre tent-like clothes in drab colours, 9London will replicate your usual look. 'Someone can just walk in, in the clothes they normally wear, and we will match that style exactly,' explains Adela, holding up a pair of sexy-fit Juicy Couture jeans with a customised band around the waist. The girls have enlisted Melissa Odabash to translate her tankinis, Alex Gore Brown to do slinky knits and Maria Grachvogel to do evening wear.

Who goes there?

A pregnant Kate Moss stocked up on Diane von Furstenberg maternity dresses. Liz Hurley, Sharleen Spiteri, Claudia Schiffer and Elle Macpherson also bought items from the girls when they were expecting.

Maggie Davis

9London, 8 Hollywood Road, SW10 (020 7352 7600; www.9london.co.uk)

