

## Maternity Clothing Stores Act As An Ideal Meeting Point For Expectant Mothers To Swap Ideas And Experiences With Each Other

There was a time when expecting mothers would do little more than stay at home and feed themselves. It was a widely held belief that indulgence in any strenuous exercise or work would hamper the growth and development of the fetus. But in today's world, this is no longer a widely held belief. Due to the equality that is being highlighted in the workplace, both men and women continue to work extraordinarily long hours and it is not uncommon to see even pregnant women working till their last trimester. It is in such a background that maternity clothing stores assume more and more importance. In the earlier days, there was no need for anything like maternity clothing stores. Women wore what they found comfortable and since they spent their time at home, they did not need to worry about how they looked and the like. But with working women, it is altogether another story. They frequent maternity clothing stores as they need maternity clothes that will not only serve them as a support for their back and the growing baby but will also look and feel professional for them to carry on working. In the earlier days there were no standalone maternity clothing stores. Most ordinary clothing stores carried a line of maternity related clothing and accessories. But with the niche market store concept of today, there are more and more standalone maternity clothing stores that carry little else than maternity clothing for women. And this is a concept that is proving to be beneficial to women themselves. For instance, some studies by psychologists reveal that when a store carries regular clothes in addition to maternity clothes a lot of women get disturbed by what they perceive as the bloated size. But this is not so with maternity clothing stores. Since they carry little else, the women feel better shopping there and in their own words, more normal. Maternity clothing stores also serve another, more social purpose. Since they specifically cater to expecting mothers, they have a niche target audience. And most of these mothers who come to the shop make use of it as a meeting ground to swap notes and compare remedies, experiences and the like. As such, maternity clothing stores serve to become a maternity social club of sorts. Be that as it may, one thing is for certain. In the highly fragmented retail world we live in, maternity clothing stores are like a breath of fresh air as they serve out not only products, but the good old fashioned service standards we sadly miss in other stores.

### About the Author

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