



Jamenda McCoy

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Bellē Up Maternity

3440 W. 111th St., Mt. Greenwood
(708) 233-CHIC (2442)

Jamenda and her staff have extensive experience in the fashion industry. After nearly three years in business, however, they still say their most important “experience” is from being moms themselves; Bellē Up (pronounced “Belly Up”) is a business designed for moms, by moms, a place where the words “comfortable” and “fashionable” are not mutually exclusive. Jamenda and her buyers select maternity and nursing apparel that help moms look and feel their best. Bellē Up also carries diaper bags, nursing accessories, natural skincare products, and a collection of unique baby apparel, gifts and gear. But it’s Bellē Up’s extraordinary customer service that continues to set it apart. It provides personal stylist assistance, private style consultations, and has by-appointment hours. Jamenda is also a firm believer in supporting other women-owned businesses. Bellē Up routinely carries merchandise crafted by local work-at-home moms, and it partners with women-owned businesses for in-store workshops, classes and special events. For more information, visit www.BelleUp.com.