



**Jamenda McCoy**

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## **Bellē Up Maternity**

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

After nearly four years in business, Jamenda and Bellē Up (pronounced “Belly Up”) continue to expand and evolve, while never losing site of the store’s core concepts: sophistication, style and service. Jamenda and her team (all of whom are moms), work tirelessly to consistently deliver a one-stop-shop retail experience that they believe every mom deserves. From maternity apparel to its newly-added non-maternity collection, Bellē Up has established itself as the place for fashion-forward women to shop. Jamenda and her team select the best maternity, nursing, women’s contemporary and baby apparel, products and accessories—bringing it all to a single boutique that easily rivals any on the Magnificent Mile. With over 100 brands in-store, including Maternal America, Seraphine, Mystree, Spanx, Melissa & Doug, Aden+Anais and Moby Wrap, Bellē Up has something for everyone. And its in-store events are as varied and unique as its inventory—offering everything from baby signing classes to financial planning workshops. For information, visit [www.BelleUp.com](http://www.BelleUp.com).