



Jamenda McCoy

## **Bellē Up Boutique**

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

It's not just maternity anymore! Founded in 2009, the shopping oasis once know as Bellē Up Maternity (pronounced "Belly Up") is now Bellē Up Boutique. Honing in on the same core concepts of sophistication, style and stellar service that have made them a neighborhood staple, Jamenda and her team of fellow moms, deliver a one-stop-shop retail experience that

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every woman deserves. Bellē Up offers a meticulously curated collection of maternity and women's contemporary apparel, jewelry and accessories. With over 100 brands in-store, including Maternal America, Seraphine, Olian, Tulle, Darling, Mystree and Spanx, Bellē Up has something for everyone. Stepping up to Jamenda's challenge to be 'more than just a store', however, Bellē Up continues to contribute resources to local civic and community organizations such as Neighborhood Parents Network, Breastfeed Chicago, Southside Women's Business Alliance and A New Direction BMP. For information, visit [BelleUp.com](http://BelleUp.com).