



The year is 1982. Maternity wear has been stuck in a time warp for decades, and expectant mothers are faced with a frumpy parade of tentlike blouses, bulky pants, and big-bowed frocks. Enter dancer-choreographer Barbie White of San Francisco, who launches a line of punk-inspired silkscreen tops for hip mothers-to-be. The company she founds, Japanese Weekend, sets off a wave of change that will bring “modern” to maternity.

Twenty years later, Barbie White’s designs are still getting noticed, and Japanese Weekend remains a leader in the crowded maternity field. JW clothing is acclaimed by pregnant women everywhere for its fashion-forward style, comfort, and legendary fit.

Japanese Weekend is widely credited with breaking the mold in maternity design. The company was the first to introduce slim-fitting shapes that celebrate, rather than camouflage, the pregnant body. Jeans, t-shirts, strappy dresses, crop pants, camisole tops – all have become essentials in the JW collection. Today, JW offers a full line of casual, functional clothes for women who want to retain their sense of style during pregnancy.

JW clothing consistently wins raves from customers – not just for its hip look but for its unsurpassed comfort and support. The company holds patents on several of its innovative designs. The signature **Ok**TM waistband, from the Japanese *obi kutsurogi* (“sash of comfort”), scoops under the belly to cradle the stomach and support the lower back. The **Ok**TM waist is the cornerstone of JW and is used in pants, jeans, leggings, shorts, skirts, swimwear, and lingerie. Other companies have been inspired by **Ok**TM, but JW remains the exclusive source for this revolutionary design.

Other JW patented designs include the **Ok**TM nursing bras, sewn from soft cotton with no hooks or Velcro, and a double-banded elastic front for easy nursing; the **d&a**TM (During & After) waistband, which adjusts to fit during and after pregnancy; **hug**TM, a line of body-hugging basics, great for layering and on their own; **hug**TM lingerie, in soft, silky fabric with adjustable hooks and available in prenatal and nursing styles; and the **MamaCoat**TM with its zip-in panel that allows mothers to customize the fit during pregnancy, after baby, and with baby carried inside the coat.

With the increasing demand for JW’s clothing, the San Francisco-based company continues to look for ways to better serve customers. In addition to their flagship, award-winning store in San Francisco’s Union Square, JW has opened stores in Newport Beach, CA (Fashion Island); The Shops at Willow Bend in Plano, TX; and Colorado Plaza in Pasadena, CA. More store openings are planned for the coming year. The JW line is also available online at www.japaneseweekend.com, through the JW mail-order catalog, and in 278 retailers’ stores across the U.S. and Canada.