

MITERA™

Fashion Launch Elevates Style for Nursing Mothers with a Cause

An initial collection of chic and functional dresses for nursing mothers is being launched today by Mitera, an innovative and socially conscious fashion brand. The entire line of six classic styles features a patent-pending zipper opening system that allows easy and discrete breast feeding and pumping. Some dresses also have a built-in 'modesty bra' for extra coverage. Luxurious machine-washable fabrics provide easy maintenance and care.

The new line was developed by Mitera, a visionary fashion brand dedicated to supporting and empowering modern women throughout their motherhood journey. "Our core mission is to celebrate and inspire mothers with new levels of confidence and independence – especially during pregnancy and nursing," said Yoko Shimada, Mitera founder and creative director. Shimada selected the Greek word for mother - "Mitera" to represent the brand and its focus.

Mitera's initial collection consists of six timeless designs that range from casual run-around-town to elegant party styles to the ultimate going-back-to-work (GBTW) dresses. The unique combination of their patent-pending concealed zipper system and easy-care fabrics brings practical style and functionality to nursing mothers. The new line is designed to be versatile to support women throughout the journey of motherhood, from pregnancy to nursing and beyond. Each is available in a core palette of classic colors that can be mixed and matched with a mother's existing wardrobe.

"As a recent nursing mother and international health professional, I became acutely aware of the challenges working mothers face and the gap between the known benefits of breastfeeding and what is realistically possible given the work demands and limitations of existing nursing garments. I experienced firsthand how this hindered my ability to function as a professional, individual and a mother and negatively impacted my dignity," explained Shimada, who spent more than a decade working in public health programs, chiefly in Africa. "The Mitera collection will provide a growing ability to integrate mothers in the public sphere and make their lives easier and a bit more glamorous."

Mitera's ultimate goal is to improve the health status of mothers and children not only in the United States but also around the world, particularly working to improve the lives of mothers and newborns in the developing countries. Mitera through its 'mother to mother™' program has partnered with D-Rev (www.d-rev.org) whose mission is to improve access to critical health technology and care to the population living under \$4 a day. Mitera has committed to donating a portion of its revenue and staff time to D-Rev's newborn health program and is excited to be in partnership with them.

The collection is available exclusively through the Mitera Ecommerce site at www.miteracollection.com. All garments are produced in a family-owned factory in New York.

Contact-Details: Yoko Shimada
Info@miteracollection.com
www.miteracollection.com