

Vogue Mama  
online maternity consignment



## StylePhile

Thursday, March 20, 2008

By Shannon Kelley

### SPOTLIGHT ON:

VogueMama.com

Woe be the expectant stylephile: You don't want to surrender your sense of style along with your waist, and yet, it seems such a waste to fork over the cash for designer duds that are destined to become anything but oft-worn, old-reliable investment pieces (unless, of course, you plan on spending enough time pregnant that, one day, you'll be able to field a baseball team with your brood). Such was the dilemma that faced Kristina McKean, now a mother of two. Actually, McKean, a former product development designer for The Gap, wasn't about to forego her fabulous sense of style, but, once her kids were born, she was left with a lot of great clothes she knew she'd never wear again. "I thought, it'd be great to sell these clothes, so I went on eBay, but was really overwhelmed by the inventory," she recalled. And since Santa Barbara doesn't have a maternity consignment shop, necessity became the mother of this mother's invention. Called VogueMama.com, her site is devoted to designer maternity wear, and invites moms and moms-to-be to list their garments and name their prices. McKean collects 15 percent of the transactions and has plenty of fun perusing the goods, like Isabella Oliver dresses and Citizens of Humanity jeans?—?although whether she'll come across a frock so fabulous it makes her wish she were pregnant again remains to be seen.