



Baby steps

REAL PARENTING ADVICE

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Oh baby, you're a star

DANNII Minogue's newborn son Ethan will be living the high life thanks to several thousand dollars worth of luxury baby goods — some bought and many received free — in their new home.

New-to-Australia baby shop Mothercare is proudly flaunting the fact Minogue sought out the well-known UK brand to arrange a three-hour shopping spree in its Doncaster store, only days before Ethan's birth.

Minogue picked up well over \$3000 worth of products in the last-minute shop, accompanied by her mother, sister-in-law and a Mothercare midwife on the evening of Friday, June 25, though Mothercare remains tight-lipped on whether it gave the products to Minogue or she paid for them.

Given that so many famous mothers-to-be receive more freebies than they could ever use, the biggest kudos for baby goods makers and stores comes when celebrities seek out their products.

Minogue chose an \$899 Boori Sleigh cot, an \$895 Mothercare Spin pram and \$795 Mothercare My Choice pram during her shopping spree.

Like any first-time mum, Minogue was apparently stunned to realise the amount of equipment needed for a newborn.



"I had a list of things I needed that seemed obvious, but until I came to Mothercare and chatted to the midwives, I didn't realise exactly how much more I needed," Minogue said through a representative shortly before Ethan's birth.

"The nursery has gone from a blank canvas to full to the brim with everything Mothercare.

"A change table, a cot, bean bag pillows and each drawer is stocked with towels, sheets, creams ... it's going to be a very comfortable and warm place for our new addition."

Minogue chose two prams, including one to suit partner Kris Smith's 193cm frame.

"Kris is six foot four. I have to make sure he gets the My Choice pram — it's the easiest one to adjust the height and it looks very cool," Minogue said.

"Mum and Dad can have the



Celebrity favourites

Dannii Minogue

Poang chair (right) bought from IKEA, rrp \$199-\$469, www.ikea.com.au Boori Sleigh 3-in-1 cot, \$899; Mothercare Spin pram, \$895; Safe-n-Sound Unity infant carrier, \$349; Mothercare My Choice three-wheel pram, \$795; Mothercare Please Look



After Me nappy stacker, \$29.95; Mothercare Please Look After Me beanbag, \$119; Mothercare Please Look After Me Moses basket, \$99.95, mothercare.com.au

Catriona Rowntree

Maternal America Chantelle tie front



maternity dress, \$219.95; Dote Noir Maxi maternity/nursing dress, \$179.95; Maternal America skinny maternity jeans in vintage blue, \$169.95; Milky Way Brigitte tie knot dress (left), \$119.95. All clothes bought from Queen Bee, www.queenbee.com.au



Jules and Anna Lund Avent 520 Dect Monitor, \$249.95; Avent 292 Single Electronic Breast Pump, \$249.95; Avent 276 Electronic 240v Steam Steriliser, \$174.95.

Natalie Bassingthwaighe

Leander Cot (above) from Baby Bunting, \$1495, babybunting.com.au



Hot wheels: Lauren and Patti Newton, with Lauren's children, Sam and Eva, in their Silver Cross Dazzle strollers (\$429 each), a Mothercare Please Look After Me Moses basket (left) and beanbag (below left), a Safe-n-Sound Unity Infant Carrier (below) and an Avent 292 Single Electronic Breast Pump (below right).

Mothercare Spin pram. It's easy for them to use and transport, and Mum's got the Spin down pat."

Minogue chose a Safe-n-Sound baby car capsule to use for the first few months and a Mothercare Meridian baby seat for when Ethan gets bigger.

Mothercare sent a car fitter to Minogue's home to fit the baby capsule before the birth.

Minogue also popped into IKEA Richmond to buy a Poang chair, which is popular with new mums for feeding babies, and varies in price from \$199 to \$469 depending on style.

It's no surprise celebrity mothers opt for some of the most expensive and stylish baby and maternity products on the market.

Natalie Bassingthwaighe bought a

Leander Cot from Baby Bunting for \$1495.

Catriona Rowntree bought almost \$700 worth of clothing from online maternity wear retailer Queen Bee, receiving a small discount as a thank you.

Jules and Anna Lund spent more than \$700 on Avent products, the company says, including the 520 Dect Monitor for \$249.95, the 292 Single Electronic Breast Pump for \$249.95 and the 276 Electronic Steam Steriliser for \$174.95.

And Bert Newton's family has taken a shine to the Dazzle stroller made by high-end UK brand Silver Cross, a leader in the area of celebrity gifting and the pram of choice of the British Royal Family for more than 100 years.

Silver Cross gave a \$429 Dazzle to

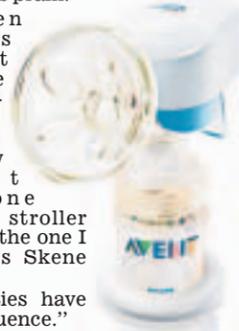
Bert and Patti Newton and then according to Silver Cross spokeswoman Sharnie Skene, "Lauren (Newton) and Matt (Welsh) liked it so much that Bert had to come over and buy a new one because they took his".

Lauren Newton has since bought three more in different colours, Ms Skene said.

Sales jump markedly after a celebrity is photographed in magazines or seen in public pushing a particular Silver Cross pram.

"Lauren Newton is always at Chadstone and a number of people have said, 'I saw her at Chadstone with that stroller and that's the one I want'," Ms Skene said.

"Celebrities have a huge influence."



The latest

GET A GRIP

PREVENT tearaway tots from doing a runner with Goldbug's new Artist Backpack Harness, with a detachable tether strap.

There's plenty of space to keep treasures collected on their travels and a dry erase board with two washable non-toxic markers for entertainment on the go. RRP \$29.95, www.goldbug.com.au, 9553 0024



JELLY BELLY WRAP

THE Belly Wrap Plush (below) is the luxury version of Vespa & The Ladybird's Post-Pregnancy Belly Wrap, designed to flatten and firm new mums' tummies. The Plush is made from soft, bamboo fabric. RRP \$62.95. Buy at vespaandtheladybird.com.au and selected boutiques.



FUN LUNCHBOX

ALTER the look of the new Yubo lunchbox as often as you like, thanks to changeable face-plates, to cater for toddlers' whims. It includes a lunchbox, face-plate set, icepack, sandwich box and two small containers.

RRP

\$34.95.

Extra

faceplate

sets are

available for

\$9.95. Designs include fairy princesses, dinosaurs, pirates and animals.

www.latitudelongitude.com.au



WIN

ONE lucky reader will win the same "pusher" as Dannii Minogue's

— a

Mothercare

My Choice

three-wheel pram in Somerset

brown, valued at \$795.

For a chance to win and to see terms and conditions, go to www.heraldson.com.au/lifestyle/competitions. Vic residents only. Closes noon July 22, drawn 2pm on that day, winner published online on the same day.

NEXT WEEK: Best prams for less than \$450

