

Cake.  
Maternity®

For the mindful  
*mama*

[www.cakematernity.com](http://www.cakematernity.com)

FOR THE MINDFUL MAMA

At Cake, it's our purpose is to *empower* women as they *mindfully* navigate the world of *motherhood*, providing them with the products and information necessary to *sustainably* support their *breastfeeding* journey.



## WHO ARE WE?

At Cake Maternity, we specialise in the creation and curation of consciously crafted high-quality nursing bras & maternity wear, made to support both *mothers* and *Mother Nature*.

Each product we offer has been designed to *grow* with mama, *enhance* her motherhood journey, and be as *sustainable* and eco as possible.





*Crafted  
with  
love* ♡



BY MUMS, FOR MUMS SINCE 2007.

Our award-winning bras are designed for *mums*, by *mums*, with each garment carefully designed and engineered based on our own personal nursing experiences with *functionality, durability* and *sustainability* in mind.

We're proud to be known for our wide assortment of styles, colours & most importantly sizes ranging from 28—42 bands, A—L (US) / A—HH (UK) cups. It's important to us that we *represent* and *empower* all women.





## One mums *personal* struggle during pregnancy.

**TRACEY MONTFORD** • *FOUNDER & MAMA OF TWO*

Cake was born in 2007 out of our founder, Tracey Montford's struggles during her pregnancy journey. In her search for comfortable, functional and stylish maternity and nursing wear, it appeared hitting all three was the trifecta that didn't exist.

This became her driving force to create beautiful, high quality, functional, comfortable and sustainable pieces that help to support mothers on their breastfeeding journey. To this day, Tracey has that same passion and vision driving her, encouraging women to breastfeed for as long as possible in a supported & educated community.





CLOTHES



BRAS



BRIEFS



SWIM



FULLER





## WHAT WE OFFER

# Pieces crafted & curated just for mama.

The logo for Cake Maternity, featuring the word "Cake" in a serif font above the word "Maternity" in a larger serif font, with a registered trademark symbol.

We're award-winning nursing bra specialists who consciously craft and curate high-quality maternity & nursing products made to support both mothers and Mother Nature. With a diverse offering across a wide range of sizes, Cake was made to empower women on their motherhood journey.

The logo for Sugar Candy, featuring the words "Sugar" and "Candy" in a stylized, cursive font, with asterisks on either side.

SugarCandy\* specialises in designing and manufacturing innovative and sustainable bralettes and nursing bralettes for fuller busted women, achieving maximum shape, lift and support 100% wire-free. SugarCandy\* offers the ultimate 'your boobs but better' feeling. Busty gals rejoice!

The logo for Charley M., featuring a stylized, wavy "M" shape above the text "Charley M." with a trademark symbol.

Charley M is a lifestyle brand for the young mum, offering a large range of stylish and affordable nursing bras, designed with lower cuts & lightweight fabrics for comfort and breathability. With an assortment of basic & fashion colours for every wardrobe, you'll fall in love with Charley.

The logo for rosewater, featuring the word "rosewater" in a serif font with a trademark symbol, and the tagline "SWIMWEAR FOR MOTHERS" in a smaller, sans-serif font below it.

Rosewater specialises in maternity and nursing swimwear, offering flattering pieces that support mamas through all stages of pregnancy and beyond. Each swimsuit has been designed to comfortably fit a diverse range of body shapes ensuring each piece grows with you.

## WHAT DO WE STAND FOR?

We believe in *mindfully* made. For this very reason, our bras are designed for mums, based on our own personal nursing experiences. Each bra is *carefully crafted* with comfort, functionality, durability and sustainability in mind, to ensure that while we are *fit for mamas*, we're fit for *Mother Earth* too. Each and every bra has been designed to make the *breastfeeding* experience as simple as possible. Our core beliefs are that we nurture nature, support mamas, & make breastfeeding easier.





## NURTURE NATURE

We're aware and conscious of our environmental impact, not only as a business but personally as the individuals who run it. Because of this, we approach all aspects of our business holistically to ensure we have as little impact on the planet as possible.

### How exactly do we do this?

- By creating high-quality, sustainable and long-wearing products. We're slow-fashion and proud of it.
  - Our offices and warehouse run off 100% Solar Power thanks to the Australian sun.
  - Through sustainable practices, materials and the use of Oeko-Tex Standard 100 Certified materials and accessories. this means that no harmful dyes or chemicals have been used. Making our garments better for mum, bub and the planet.
  - Each garment is carefully designed with waste minimisation and offcut utilisation in mind.
- Most offcuts we do have are utilised to create our bra inner slings and several of our bra styles are seamlessly knitted in a tube and are therefore are nearly 100% waste-free.
- We've eliminated single-use plastics from the business and reduced our packaging where possible. Any packaging that our customers receive is either reusable or 100% recyclable, uses soy-based inks, recycled tissue paper and eco gummed stickers and tape wherever possible.
- [Want to know more?](#)





## SUPPORT MAMAS

We believe that mothers are a powerful force. From our customers and those working within our business to the female and mama-focused charities that we support, we take pride in our ability to empower mamas by understanding their individual needs.

### How exactly do we do this?

- As mothers ourselves, we innovate through personal experiences using our collective learnings to create functional products for all mothers.
- By continuing to design and curate products that we know will be beneficial for mamas, supporting them in their everyday life.
- Through our friendly customer service, with staff who, through personal experience as mothers, know exactly how you feel and the questions you might have.
- By creating a workforce of mothers and providing supportive, flexible work environments.
- We have real mamas and mama-to-be's representing our products, and have a zero image editing policy. It's our purpose to empower and celebrate all mothers, in the hope that all women will feel represented.
- Giving back by partnering with charities that support mothers around the globe.

[Want to know more?](#)





## MAKE BREASTFEEDING EASIER

As nursing bra specialists, it's no surprise that we're passionate about breastfeeding and the many benefits it offers to mum, bub and the environment. We're committed to making breastfeeding easier for every mum, whilst understanding that each journey is unique.

### How exactly do we do this?

- We're passionate about breastfeeding and could go on and on about the benefits, but the one thing that we want to make clear is that we understand each breastfeeding journey is different, and for some, it might lead to not breastfeeding at all, which is completely fine. Breastfeeding is hard, and at times sucks, quite literally. What we'd like to do is help to make that process easier, whether that's through our products, our customer service, or through the content we put out.
- We're teaming up with practitioners, lactation consultants and experts in their fields to bring you the information you need, from reliable sources you can trust.
- We're actively working to facilitate conversations about breastfeeding and remove the 'taboo' stigma that is often associated. What our bodies are capable of is nothing short of amazing, we should be celebrating exactly that.

[Want to know more?](#)





## LOOKING TO GET IN TOUCH?

We'd love to hear from you! Get in touch with Raimonda (our Relationship Manager) via email [raimonda@cakematernity.com](mailto:raimonda@cakematernity.com) or reach out on WhatsApp / Viber / Telegram or FaceTime on +61 426 970 101.



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