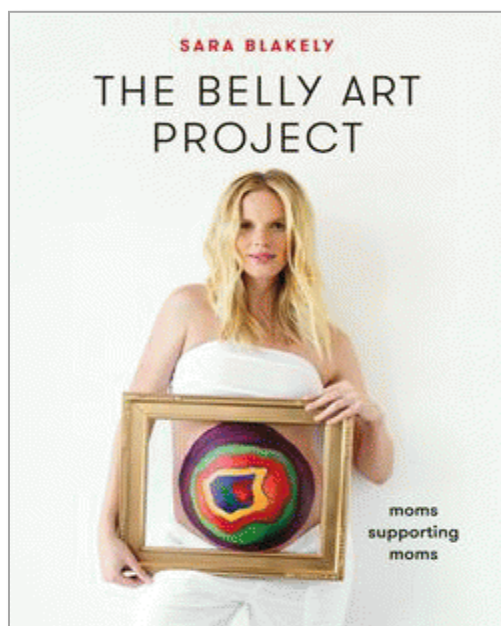


Advance Information

The Belly Art Project

Moms Supporting Moms



Author:	Sara Blakely
ISBN:	9781250121363
Imprint:	St. Martin's Press
BIC Category:	Photographs: portraits
Dimensions:	254 x 191 x 20
Binding/PP:	Hardback, 224 pp
Rights Countries:	United Kingdom & Ireland
Pub. Date	01 Nov 2016
Price:	GBP21.99
Illustrations:	170 colour photographs

Selling Points:

Sara Blakely, founder of Spanx, has created a happy, fun book that celebrates motherhood with painted pregnant bellies posed in expertly directed photographs to benefit Every Mother Counts.

Description:

The Belly Art Project is a celebration of one of humanity's greatest gifts: motherhood! Created by Sara Blakely, the founder of Spanx and the Sara Blakely Foundation, this beautiful, happy book features photographs of over 100 women who came together and used unlikely canvases - their bellies - as billboards of hope. The Belly Art Project features mothers-to-be with their bellies transformed into works of art--witty, eye-bending and beautifully art directed--all posed to benefit mothers in need. All kinds of mamas bellied up to the cause, from celebrities like Kate Winslet, mother of three, and Milla Jovovich, mother of two, to business leaders like Zanna Robers Rassi, fashion editor and TV host, and Stacey Bendet, founder and CEO of fashion brand Alice and Olivia, to everyday women from all over the globe. With a complete how-to belly paint section so readers can paint themselves or their friends, The Belly Art Project is an inventive piece of design and a perfect baby shower present.