

The Newest Trend in Motherhood Isn't Ditching Your High Power Corporate Career to Change Diapers and Clean Toilets

Gone are the days of June Cleaver and Carol Brady. While many mothers these days are becoming Desperate Housewives," these moms have channeled their energy into something positive.

([PRWeb](#)) April 25, 2005 -- Mothers are ditching their high-power careers to start a new entrepreneurial path putting motherhood front and center. With their amazing determination and success, these cutting-edge moms are making a huge impact in the corporate world.

Tiffany Whitchurch had five children, all two and under when she decided to launch her own company. Having retired from her busy Silicon Valley career, Tiffany was determined to create a business that would allow her to be a stay-at-home mom to her five babies. Simply Tiffany Taite, Inc. offers beautiful pearl jewelry and sterling silver and pewter heirloom baby gifts. Because of her over-the-top packaging and uncanny attention to detail, Tiffany quickly became a success as one of the few known jewelry designers for children. In addition to Nordstrom and Neiman Marcus, her line is found in over 400 high-end stores around the world. Simply Tiffany Taite, Inc., pearls have been the finishing touch at celebrity weddings and christenings. Her amazing story and products have been featured in many magazines such as Child, Baby Talk, and Earnshaws.

www.simplytiffanytaite.com

Rachel Stephens of TrendyKid, the leading importer of innovative UK and European products to the USA, have paired with British footwear designer Janet Middleton, who designed for Vivian Westwood before starting her own range of infant shoes. The pint sized fashions have become a favorite of mega stars Madonna and Gwyneth Paltrow. www.trendykid.com

Mom to two sons, Yata Deffigos of Cute as Buttons, gets her girly fix by designing some of Hollywood's top celebrity gift baskets. Her own line of clothing including embroidered onsies, layette sets, and diaper covers are favorites to celebrity moms Leah Remini and Debra Messing. A former attorney, Yata decided to trade in her briefcase for a diaper bag after the birth of her first son and utilized her creative talents to launch her exclusive line of infant layette. www.cuteasbuttons.com

Jennifer Fleece took a cue from her last name to create the true ultimate crib sheet by designing fleece fitted crib sheets after the birth of her first daughter. Designed for safety and comfort; her two girls will sleep on nothing less. Fleece Baby has graced the pages of top parenting magazines and has received rave reviews from The Seattle Times, Earnshaw's, and The San Francisco Chronicle. www.fleecebaby.com

Fleece Baby co-owner Carlyne Britt has been smart enough to prepare ahead of time for the changes that motherhood will bring. She is gearing up for life with baby by establishing herself as a leading designer of custom baby bedding to stars such as Mira Sorvino. Exchanging 50+ work week to create fleece crib sheets and baby blankets has been a welcome change of pace.

Tamara Monosoff, a doctor of education with a focus on women and leadership, and a former member of the Clinton White House staff, is a founder of Mom Inventors. Mom Inventors (www.mominventors.com) is a place where moms with great ideas, but also challenged with the daily struggle of managing a family, can go for useful information and support in launching their own new products. Tamara is also the inventor of the "TP Saver and

'Shoe Clues. TP Saver enables parents to easily baby-proof their toilet paper. Tamara came up with the product idea because her 10-month-old daughter would unravel roll upon roll of toilet paper. Shoe Clues is a fun tool that helps children put their shoes on successfully and builds confidence!

Cross country sisters Kim Stone and Melissa Earle of Emmy and Ally live on opposite ends of the country, but their high end online boutique, www.emmyandally.com, keeps them connected not only with each other, but with their small children too. Celebrity favorite, Mighty Politey -tee shirts with ultra cute slogans such as Chick Magnet" and Stud Muffin" are top sellers on their site.

These entrepreneurial moms, brought together through Mom Inventors, have refused to let their circumstances get them down. Instead they have joined forces co-marketing their products through inventive avenues such as gift baskets for new celebrity moms like Julia Roberts, Courtney Cox, Gwyneth Paltrow, Soledad O'Brien, and Debra Messing.

The phrase "Bring home the bacon" has a whole new meaning to these successful moms!

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