

Foreword

The year I became pregnant with my first child, JoJo had been trading for four years and was expanding rapidly. I was a workaholic, often spending 18 hours a day in our tiny office; handling most areas of the business from designing the maternity and baby collections, to taking customer service calls and visiting factories across the world. I loved my job and was passionate about the brand but I was thrilled to be pregnant with my own child at last.

My euphoria was short lived as time and time again I was told; "You'll lose your ambition now you have a baby" or "I suppose you will be looking to sell now" or even "You think it will be easy, but after the birth you just won't cope".

Whilst I was well aware that having a baby was a huge commitment I had no desire or financial option but to keep running JoJo. I had a team of employees who relied on me and we could not afford a maternity cover MD. But I was determined to bring up my children myself with just a little help and like Alice and her travelling - *I would have children and I would keep running my business!*

As a result Ben and later on Toby travelled with me to factories and were brought along as models on our photo shoots. I remember pacing up and down a hotel room in Greece at 3am trying to get them back to sleep. Toby had woken up crying for his feed which woke Ben who also started howling. With one on my shoulder and the other on my hip, I spent two hours trying to soothe them. The

next day I managed a photo shoot with 30 other children. I was totally exhausted but would go through that night many times in order not to be parted from my boys.

As Alice and all mothers know, it is not easy trying to juggle young babies with an active life and at times you may be near breaking point. The reality is that we willingly give up elements of our pre-baby life because children add so much more. The moments that Alice describes so sweetly in her book; when the baby is content and she and her partner are relaxed in the knowledge that they made the right decisions, sum it all up. This book is refreshing and makes an encouraging read for concerned pregnant women expecting their first child and all new mums and dads. You will laugh and empathize with the very real situations the family experience on their journey through life with a baby.

Whether you are a working mother or not we must all remember happy parents make happy babies. Juggling a busy life and a new baby can be challenging but the rewards far outweigh the effort.

Laura Tenison MBE
Founder & Managing Director
JoJo Maman Bébé