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Maternity swimwear makes a splash by [Kate Grumont](#)

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Now weâ€™re heading towards the winter months, you might think the sound of maternity swimwear is an odd thought. In fact, swimwear retailers are noticing a boom in sales over the colder months as families and couples plan their mid-winter escapes to warmer destinations.

Soon to be mums everywhere can rejoice, as gone are the days of the conservative all-in-one that does nothing to flatter, being the only option on offer. Thankfully these days maternity swimwear comes in stylish colours and on-trend styles. For 2012, gorgeous prints have been on the fashion radar, ranging from floral motifs to geometric patterns.

Rewind just a few years and the thought of finding any form of maternity swimwear, let alone fashionable maternity swimwear was completely unimaginable. More recently, only boutique retailers would stock these styles, however thanks to the high-profile styling of fashionable celebrities during their pregnancies, on-trend maternity wear is more accessible than ever. From Kourtney Kardashian and Jessica Simpson to BeyoncÃ© and Megan Fox it seems that every celebrity mum-to-be that graces our glossy magazines, is looking as stylish as ever with clothes that seem to flatter. This has resulted in a boom of dedicated maternity clothing retailers arriving on the scene. Even iconic retailers Top Shop and ASOS are catching on. Most online retailers have body shape guides and styling advice, making it even easier to keep up-to-the-minute with the hottest trends each season.

Now looking good as a mum-to-be during the summer months has driven demand, meaning the majority of high street shops stock plenty of styles at a fraction of the previous cost. And with the growing popularity of online maternity retailers the latest trends are easily accessible, affordable and always available.

If you hate the thought of wearing a one piece, whatever shape, size or colour, donâ€™t despair. Maternity swimwearâ€™s answer to the knee length skirt has arrived! The popularity of the tankini is proving to be not just another passing fad and is now the most common swimwear option for pregnant ladies; they provide the perfect combination of a bikini and a one-piece. The two-piece design has the same flirty feel as a bikini, while the tankini top provides a bit more tummy coverage, just as a one-piece swimsuit does.

So shopping for maternity swimwear no longer has to be a case of finding the most material to cover up with! Women all round the globe are finally embracing the beauty of being pregnant and now feel comfortable wearing swimsuits that are both stylish and non-revealing at the same time.

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