



INTERVIEWS

LEONORA BAMFORD

The founder of My Baba talks babies, work-life balance and her mission for sharing only positive parental advice.

Despite having a five and six-year old, being heavily pregnant *and* full of cold, Leonora Bamford is chatting away to me on a fresh December morning. "I've been really lucky with no illness all winter but I was sitting next to someone at a carol concert the other day and they were coughing and sneezing and I knew I'd get it." Sipping on hot honey and lemon, she is sharing her top parenting tips which are only a click away, on her blog My Baba.

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Leonora launched her blog when her daughter, who is now almost six, was born. Completely overwhelmed by the baby industry, she decided to create a platform where she could share the bits that worked for her in a positive 'non-bitchy' way. "I went buggy shopping with my mother and it should have been so exciting but it just wasn't, it was completely overwhelming and every brand was trying to sell to me. I wanted to cut through the masses and remove as much of the stress as possible. If there's a topic I want to address, be it sleep, breastfeeding, seasonal style tips, birthday parties or polycystic ovaries, I locate the expert in that field and ask them to write about it for me." With five stories going live everyday and no subject they don't cover, this is the kind of website mothers want to weep over with gratitude. "We cover all angles, from topical issues in the news like IVF to unglamorous matters like hand, foot and mouth disease."

In an age when we are busier than ever, I just love Leonora's attitude towards juggling her work and family. "Nothing is so important it can't wait 24 hours. My team wanted me to sign something off yesterday but I was with my children and I just said 'guys, it can wait until tomorrow; my husband George says that I always have time for the important things and everything else just falls into place.'" She also isn't too proud to admit that she is fortunate enough to have an amazing support system around her.



With her third pregnancy nearing closer to the due date, I ask Leonora how it differs to her two previous pregnancies. “They’ve all been so different; my first was overwhelming but I made time for myself, the second was rushing after my son and this time I have been feeling amazing, despite being a little anaemic (which has resulted in cravings for leafy green vegetables and half pints of Guinness). Whoever says it gets harder the older you are is wrong. I also had terrible skin with the first two but I’ve been really lucky this time round.” I quiz her for her little black book of skincare and she reveals it’s all down to Bamford oil from her mother in law (Lady Carole Bamford) and Omorovicza products.

Fast becoming known as the ‘Queen of content’ for expecting mothers, she reflects on what keeps her site fresh; “My Baba Buddies is an existing franchise that features all of the companies we swear by.” These are smaller, niche companies that share their latest launches with her first, keeping the content ahead of the curve. “We’re working with about 50 brands and there is a real mix; from Maggie and Rose private members club, to Mori muslins and Mini La Mode cotton onesies. We have such a great relationship with these brands and I love sharing my favourite products, which we’ve tried and tested.”



As I wish Leonora good luck on her third installment, she says I can call her anytime I have any mum questions or queries. I joke that she might regret that offer when, at four in the morning, I call her for sleep advice for my nine month-old. son "Feel free, but I can't promise I'll answer," she giggles.

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IN HER WORDS

NINE LONG MONTHS OR NINE JOYOUS MONTHS?

Incredibly quick this time around.

HIDE THE BUMP OR SHOW OFF THE BUMP?

I hid it to start with but now that's impossible.

HYPERACTIVE OR CHILLED OUT PREGNANT WOMAN?

Super-chilled.

WHAT DO YOU MISS THE MOST WHILE PREGNANT?

Runny cheese.

ONE THING YOU COULDN'T LIVE WITHOUT WHILE PREGNANT?

My husband.

YOUR FAVOURITE DESIGNERS FOR EXPECTING?

I'm obsessed with Hatch. I also filmed a winter coats video with Nine in the Mirror and I immediately placed a massive order. Probably too big but you can never have too many, right?

TOP TIP FOR OTHER PREGNANT WOMEN?

Try and rest, something I'm not good at but if it's your first, get in to bed and rest when you can.

IF YOUR PARTNER COULD CARRY THE BABY, WOULD YOU LET HIM?

No way! He's a great carrier when they're born and still carries my daughter to school every day and she's almost six!

BOY OR GIRL?

Boy.

Photography by Eva K. Salvi

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