



## yoyomama: keeping mums on-the-go in the know. The definitive mum rain coat!

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When we first broached the topic of **funky kids' rain gear** last fall we received a comment from a local mum who wanted to find, and we quote, "something stylish and waterproof for myself. I don't want to look like I'm ready to hike the West Coast trail every time I head out for a coffee!"

Ever since then we've been on the hunt for the ultimate mum raincoat and after several flirtations we think we've finally found it. Danish designer Ilse Jacobsen – better known for her hardcore lace-up rain boots - has created a **¾ length hooded raincoat** with all the bells and whistles we want from wet weather gear.

Made of natural rubber-coated cotton-polyester, the coat has a flattering slim cut (yet it's roomy enough that you can slip a sweater on underneath) , a waist-length double zipper, plus snaps that close from top to bottom and a hood that stays put. Why do we love ¾ length? Well frankly with our waist-length rain jacket we were tired of having a wet bottom every time we ducked into the car out of the rain, or wet legs every time we went out for a long walk. Besides, we couldn't quite see putting on rain pants for a jaunt to the grocery store.

The best thing about it? It comes in pretty much every colour under the sun. Sleek fashionista mamas can choose from white, beige, black, army or navy, while mamas who want to look upbeat on gray days have their choice of yellow, pink, turquoise or orange.

Available for \$197 online or in person at [gumdrops.ca](http://gumdrops.ca). And yeah, we know that's not cheap, but we figure that once you computer cost-per-wearing it'll be a positive steal! But be warned, once you've got the coat, you'll be tempted to accessorize with a funky pair of patterned rain boot as well...