



INTERVIEWS

SARA BYWORTH

Fashion PR and Communications expert Sara Byworth on her first pregnancy

Despite being Sara's first pregnancy, this baby is technically her second child. "Batters is *absolutely* our firstborn," says Byworth. The child in question is Batman, Sara's beloved rescue dog. "I worship him and have been known to use him as a reference point when talking to other parents about their actual children." Laughing, the excitement is clear in her voice when she starts to talk about the baby she is lovingly growing: "We are first time IVF-ers thanks to the miracle worker Zita West, who we are eternally grateful to," she explains. "As a result we've had a little time to prepare ourselves for the pregnancy. My husband has been fairly pragmatic but he actually shed a tear when I showed him some tiny little baby booties and blanket. *Sshhhhh* don't tell anyone!"



Sara and I are speaking on the phone as the Atlantic Ocean spans between us, since she relocated to New York in 2013 with her

husband. "I love New York but in the beginning the transition was harder than I imagined. We live in Park Slope in Brooklyn, which is about as near a match as you can get to London's Maida Vale. That definitely helped alleviate my home-sickness."

I wonder if her style has changed since making the move, after all NYC is a major fashion influencer. "I think my style has matured since moving here and maybe it's dressier than before. Masculine blazers in soft fabrics have been my saving grace. I'm yet to buy maternity jeans thanks to Frame's Le Garcon Jeans - and I'm 34 weeks!" With a job that comes with a frantic social life, I'm assuming formal events are the trickiest for styling the bump. "I wore a Preen velvet stretch maxi dress to the Fashion Awards in London when I was five months and felt fabulous. Statement earrings instantly add glamour even if you feel like you're waddling down the red-carpet." Any pregnant style icons? "Vanessa Traina is so effortless."



With a CV boasting six years at Purple Public Relations and ten years at the Saturday Group (she describes herself as a serial work monogamist) Sara tells me that working in PR wasn't so much an intentional decision as it was sub-conscious. "I blame Edina Monsoon, I hadn't even realised you could carve out a career in fashion PR until I watched Absolutely Fabulous! I had a long-standing ambition to be an economist; fashion was meant to be a bit of fun in-between." Twenty years in the industry later and she set up her own communication consultancy last year, Sarah Byworth LLC, with clients including Tibi, Frame and Moda Operandi. "I always consider myself so madly fortunate to work with such incredibly talented individuals who've taught me to think creatively, but in very different ways." The antithesis of traditional agencies, Byworth prides herself on "working discreetly behind the scenes and producing innovative work." Interestingly there is no website or social media strategy, her style is friendly, personal and face-to-face. "The beauty of starting on my own is getting to work with like-minded brands and individuals."

Her Instagram account reveals glossy hair, flawless skin and killer brows so naturally I probe her for all of her beauty secrets: "I moisturise twice a day religiously with a super-rich cocoa cream. I wear less make-up now my bout of rosacea has dispersed, just YSL bb cream, mascara and occasionally some eye shadow."



Before we hang up I ask after any quirky American cravings. I'm expecting bagels bursting with pastrami, bags of beef jerky before

breakfast or at the least a handful of Hershey's Kisses. Surprisingly, it's a British classic. "I craved Worcester sauce so much at the beginning, but now its satsumas. My husband says our baby will throw a satsuma in my face as soon as he gets the chance because I'm forcing so many on him!"

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IN HER WORDS

Nine long months or nine joyous months?

Joyous, no question.

Hide the bump or show off the bump?

Show it off, I have worn more body-con since the reveal.

Hyperactive or chilled-out pregnant woman?

I feel chilled out, I think my colleagues and clients would say the same.

What do you miss the most while pregnant?

Spontaneous drinks with girlfriends and SoulCycle.

One thing you couldn't live without while pregnant?

The heavenly company of my dog.

Your favourite designers for expecting?

Adam Lippes knitwear, Marant tailoring and Tome day dresses. I have a Johanna Ortiz silk robe which looks so glamorous even over jeans.

Top tip for other pregnant women?

Relax and take care of yourself. You have the best excuse in the world to be incredibly selfish for a while and it will serve you and your baby well, so enjoy.

If your partner could carry the baby, would you let him?

Maybe for one day a week.

Boy or girl?

It's a boy. Our second boy after Batman.

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