

Fashionable and functional diaper bags

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THE CONSTANT SHOPPER

THE ITEM: Diaper bag by Posh Mom

THE COST: \$125 for a medium bag; \$165 for large bag. Both include a matching oversized change pad and a makeup pouch

WHERE TO BUY: Buy at <http://www.poshmom.ca>, and at Moms To Be and More, 1642 Bayview Ave., Diaper-eez, 2309 Bloor St. W. (<http://www.diaper-eez.com>), Dear-Born Baby, 72 Doncaster Ave., Thornhill (<http://www.dearbornbaby.com>)

When Sherri Ground had her first baby, she carried a plain black diaper bag. It was fine and functional, but not fashiony. So when Ground, who had worked for years as a buyer for Winners, had her second child in 2004, she set out to find a baby bag that would suit her style.

"Everything I wanted, like the nice Kate Spade bag, I couldn't afford," says Ground, 34. "My other options were a Winnie The Pooh-type bag, and that just wasn't me."

After years of hobby sewing, she set to work on creating her own diaper bag. The result earned many compliments from friends. "At first, they were surprised that it was a diaper bag," remembers Ground, who is now based in Stratford, Ont.

She started sewing bags for others, and soon, her business was growing as fast as her baby. After a successful debut at last year's spring One Of A Kind show in Toronto, several retailers picked up the bags and she's had to recruit other stay-at-home moms and grandmas in her neighbourhood to help her sew the totes, which contain large, nylon-backed change pads and makeup pouches in co-ordinating fabrics.

Made from upholstery-weight cotton in several contemporary prints, Posh Mom bags are so cute they can double as a tote bag when baby's at home with dad.

"I tried to think of all the things that I need as a mom in a diaper bag yet still have it be fashionable," says Ground, noting she aimed to make the bag accessible with one hand, choosing a tie closure rather than a zipper, and adding a key clip and a pen loop for ease of access while on the move.

"You've always got a child on the other arm. And even if you're not using it as a diaper bag, you've got your shopping bag or a suitcase."

COMPARISON SHOP:

Classic plaid Burberry diaper bag with change pad, \$615 at Holt Renfrew, 50 Bloor St. W.

Nylon Kate Spade diaper bag with change pad, \$194 brand new, plus \$35 shipping at <http://www.ebay.ca>.

Daphne Gordon's Constant Shopper column appears every Saturday in the Shopping section and Monday to Friday online at <http://www.thestar.com/constantshopper>. Email: constantshopper@thestar.ca.