



YES, **NIKITA  
STANLEY & ALEKS  
JASSEM** OF  
**THE REBEL MAMA**  
CHANGED  
THE NARRATIVE  
OF TRADITIONAL  
MOM LIFE.  
{ALL PRAISE}

**FVCKING REBEL.**

THE FOUNDERS OF THE REBEL MAMA AND  
BESTSELLING AUTHORS OF **THE REBEL MAMA'S  
HANDBOOK FOR (COOL) MOMS** INFORM US.

INTERVIEW **ANDREIA MCLEAN**  
Q&A **KRYS LUNARDO**  
PHOTOGRAPHER **BRIONY DOUGLAS**  
FASHION EDITOR **KEALAN SULLIVAN FOR 69 VINTAGE**  
HMU **SANGEETA BHELLA**







## THE DEETS.

The emergence of blogging as a viable career opened up infinite possibilities for busy parents to find their voice and share that voice with the world. You would think with all the unique and interesting voices, the insecurities of first-time mothers would be at the forefront of "mommy blogs"; yet if you click through the first five, ten, fifty blogs you find, it is as cookie-cutter as the perfect sugar-free sugar cookie recipes you'll find the fully made-up, apron-wearing, perpetually contented moms sharing in the inevitable "baking" section of each one of their blogs. Enter TheRebelMama.com, AKA the "unofficial voice of mommy-group dropouts."

The Rebel Mama is a "mommy blog" for the rest of us—and it's not your mother's mommy blog. Nikita Stanley and Aleksandra Jassem unite their strong voices to articulate the good, the bad, and the absurd of motherhood in a way that we all didn't realize we needed. Stanley and Jassem started their collaborative creative journey together in 2014 when they both got pregnant within weeks of one another. Although at different ages, they found many of their experiences and concerns were the same, and no one was talking about the less desirable sides of pregnancy and early motherhood. They built a strong friendship and partnership out of the circumstance, learning to "adult" together and creating a small community of like-minded mothers. That small community has since become a remarkable network as The Rebel Mama brings "cool" back to motherhood—even the sticky parts.

In addition to the digital blog, Stanley and Jassem have released *The Rebel Mama's Handbook for (Cool) Moms*—the complete summary of those baby books you never read. It's the instruction manual you wish your kid(s) came with—complete with cocktail list—and we are HERE. FOR. IT.

The Rebel Mama captures the essence of motherhood and evokes the concept of "rebel-hood"—in that there is no one way to be a mother, and modern moms deserve to feel confident in their journeys without judgment or apology. Stanley and Jassem ditch the BS and the guilt and dive in on all topics, from school lunches to personal identity in motherhood.

Ultimately, these bold women showcase a universal voice that speaks to individual experiences; the world needs more Rebel Mamas.

**GET THE BOOK.  
QUESTIONS THAT YOU  
FEEL ARE LEFT  
UNANSWERED ARE  
ALL ADDRESSED.  
RAW AND REAL.**







## THE QUESTIONS.

WHAT'S YOUR BIGGEST UPSET WHEN IT COMES TO CONVENTIONAL PARENTING?

We're not overly concerned with the actual "parenting" side of things—conventional, unconventional; how other people choose to raise their kids is none of our business. Our biggest upset is with the way mothers are seen / portrayed in society. There are so many of us out there who break the mold. The whole "mother as martyr" concept is especially annoying. We need to stop sending the message to women that for their family to be happy, they need to be miserable.

DO YOU THINK SOME MOMS LOSE THEIR IDENTITY WHEN THEY HAVE KIDS? OR DO YOU THINK A MAJOR PART OF IT IS FEELING LIKE THEY HAVE TO CONFORM TO THIS "STEPFORD" VERSION OF MOMMY-HOOD?

Motherhood creates a perfect storm of things that can pose a threat to a woman's sense of identity: priority shifts, body transformation, hormonal havoc, relationship challenges. A lot of us lose who we are through all that. Once you start to feel like you're losing who you are, it's easy to just succumb to the status quo and put ALL your energy toward becoming this Instagram-perfect mom; but that shit is exhausting and unrealistic, and will only make you miserable in time. Our goal is to help women avoid that trap by encouraging them to stay true to who they are—even if who they are is a rebellious badass.

YOU BOTH HAVE THIS REFORMED STYLE OF MOMMY-HOOD DOWN-PAKED. SO LET'S CATAPULT A DECADE-AND-SOME YEARS AHEAD. HAVE YOU THOUGHT ABOUT YOUR PARENTING METHOD WHEN YOUR KIDS BECOME TEENAGERS? HOW WILL YOU HANDLE YOUR COOL, AND YOUR HORMONAL TEENS?

We've learned the hard way (many times) that trying to predict the future when it comes to our kids is totally futile. The only way we survive this mom life is to take it day-by-day (sometimes hour-by-hour) and the only thing we know for sure is that no matter what, we'll try to always be as supportive of them as possible and we vow to love them forever despite all their (inevitable) questionable fashion choices.

WHAT MADE YOU BOTH SO NAUSEATED BY TYPICAL REGIMENTED MOMS WHEN YOU FOUND OUT YOU WERE BECOMING MOMS YOURSELVES?

When we found out we were pregnant (within five weeks of each other!), it felt like nobody in the "mommy world" was speaking our language. It's not that we didn't like them, we just couldn't relate to them. The whole experience of searching for community and coming up empty handed made us both feel really isolated and discouraged, but it made us realize that every mom wants, needs, and deserves community—"typical" or atypical; through our site, our brand, and our Handbook for (Cool) Moms, we aim to ensure that ALL women feel supported as they travel through motherhood, no matter how rebellious they are.