In their minds, being posh is not a reflection of prosperity. It’s all about devoting yourself to your children, husband and yourself. Their creation of the Posh Mom brand is a paradigm of this principle that they are sharing with a “new generation of mothers” who strive to be marvelous mothers and women at the same time. Nebens, a former magazine editor, and Negrin, a former child actress and savvy businesswoman, are busy moms and devoted wives who have dedicated the past two years toward the inception of the Posh Mom brand. Living The Posh Mom Life hits bookstores this spring just in time for Mother’s Day, and the Web site is expanding its offerings on a daily basis.

How did the posh partnership begin? The two talented women first met at their children’s preschool in Westport, CT, and their clever brand developed over conversations about the struggle among moms who crave to keep up with current trends but just simply don’t have the time. Now, all such moms have to do is to visit the attractive, efficient Web site and sign up to receive the daily Posh Mom Pick e-mails that feature products, presents and pertinent tidbits of information. Each daily pick is then archived into one of five categories that affect every posh Mom’s life: fashion, beauty, home/entertaining, travel/culture and body/soul.

“Each category makes up a part of the Posh Mom lifestyle,” says Nebens. “These are all things that she’s thinking about in her daily life. We do the research and then break it down into quick bits for time-deprived moms.”

When they first launched the site, the duo featured items that they personally adored, as well as products suggested to them by friends. But as word spread of their quick and clever product reviews, PR companies started to send them the latest and greatest out there for moms. What’s particularly unique about their picks is that any Mom in any part of the country can access them. Unlike sites that feature products found in a particular region, such as the ever-expanding Daily Candy, the poshmom.com site promotes products sold over the Web or by phone.

“Moms who live far from big cities can have the same access as moms that live in New York,” Negrin says. “Wherever you are, you can easily get these products.”

According to the duo, every woman can infuse a little bit of posh into everything that she does. First, you must develop the mindset, and then you put it together on the outside— with the help of their site, of course. Purchase fashionable lafolie knitwear to keep your little ones warm all winter, personalize your family’s Ralph Lauren duds, learn about which airports have mini-spas for long layovers or order travel packs of nail polish remover pads with the click of the mouse. Proud to be the first to know about many of the products that they feature, the Posh Mom creators stay ahead of the trends and can identify with the desires of their target audience.