

Celebrating the Pleasures of Today's Sophisticated Family Lifestyle

Chester County **LIFE**

March/April 2015
\$6.95

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A photograph of three people standing in front of a wall with the Hoover Financial Advisors logo. On the left is a woman with short brown hair, wearing a black blazer over a black and white striped dress. In the center is a man with glasses, wearing a dark suit, light blue shirt, and patterned tie. On the right is a woman with long blonde hair, wearing a black blazer over a grey and black patterned top. They are all smiling at the camera.

A Family Business with Deep Roots in Chester County

- Spring is in the Air at UpHome
- Van Cleve: Mother of the Bride and Black Tie at its Best
- Lenora Dame: Chester County's Sparkly Best Kept Secret
- Ron's Original Bar & Grille: Better all the Time



Giē Giē IS The Woman's Store

Giē Giē is not simply a store for bras and lace. It is an extraordinary experience gift-wrapped in care, comfort, and camaraderie. It is a one-of-a-kind destination shop with a large and extremely happy, loyal clientele of all ages. Owner Gina Mastrangelo proudly notes: "I have customers who come from throughout the U.S., Canada, and Virgin Islands."

BY SUSAN I. SHIBER

Giē Giē lingerie & breast care is designed to celebrate women at every stage of their lives. Owner Gina Mastrangelo understands their needs, their bodies, and their feminine mystique.

Founded seven years ago, Giē Giē presents custom-fitting bras in sizes ranging from 28AA to 48J; larger cups can be special ordered. There is lingerie – exquisite, tailored, or cuddly – also chosen to appeal to those special stages of life. And, Mastrangelo's companion goal when she launched the boutique was to provide a safe and welcoming environment for breast surgery patients during each step of treatment and for all stages of life.

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derie. It is a one-of-a-kind destination shop with a large and extremely happy, loyal clientele of all ages. "I have customers who come from throughout the U.S., Canada, and Virgin Islands," proudly remarks Mastrangelo. "Giē Giē products travel from Paoli to Puerto Rico," she quips.

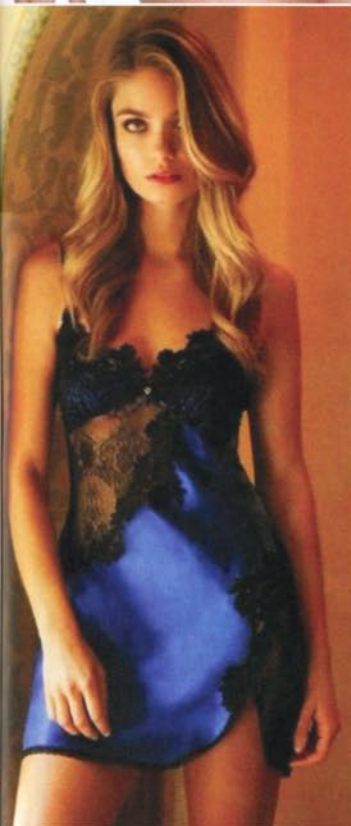
This is no surprise. Giē Giē's owner has a personality so engaging it could illuminate all of Pennsylvania. Shopping is fun. Being custom served by one of three certified professional fitters is educational and rewarding. A first-time visitor may hesitate at the entrance, awe-stricken by the sea of femi-

ninity surrounding her. When she leaves, however, her shoulders are held high, her step is positive, and her entire being is confident. She can't wait to tell friends about the new European bras she discovered and the salespeople who actually helped her rather than pointing to a rack. What a coup!

Women come in all shapes and sizes, which Giē Giē superbly fits. However, there are also very specific milestones in their lives, and each stage is truly cherished by Mastrangelo and her staff. They initially see bra customers as children treading lightly into pre-teen territory. Their moms bring them in for a first bra, which is a thrill to observe. "My niece Makayla is 8 and was so excited when she got her first bra, a polka dot design. Her mom called me later and announced Makayla wouldn't take it off. She wanted to sleep in her new bra. She's a real *girly girl*, as many of our young women



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are. We have quite a few gals who are ready for bras at age 7 or 8. I think it may be the hormones in food causing early development.” A recent article highlighted on Smithsonian.com indicates this is true.

The *next stage* of life presents a sensual woman. “This woman is revitalizing her relationship with her husband, or she may have a new lover or partner to entice,” whispers the observant boutique proprietor. “Perhaps she recently lost weight or is dressing for a tryst. At Giē Giē, we talk openly. We help her dress up for the occasion. She’s provocative. Her own version of Angelina Jolie.”

Moms in all their joy and breast cancer patients represent the *third stage* of Giē Giē shoppers. Maternity and nursing bras are available in a wide range of sizes. Fit, again, is tantamount to comfort during pregnancy. When the baby comes home, lives often change and romance can be overlooked. Giē Giē won’t let this happen. An array of exquisite lingerie invigorates passion.

Offering beautiful, perfectly fitting bras for women with breast cancer is a calling for Mastrangelo. “This is another one of the reasons I opened the store. We have just what women need as they progress through recovery, including post-surgical bras, post-surgical camisoles with drain pockets, compression garments, and lightweight and adhesive breast forms.”

The *fourth stage* of womanhood is one of wisdom and experience. She may not even want to wear a bra anymore. If going braless is the desire, Giē Giē has abundant collections of delightful camisoles, tees, and bandeaus. There are also loads of wonderful choices for women who





ceptionally skilled, so comfort for all ages, from pre-teen to 100, are givens.”

Giè Giè’s lingerie is another attraction for women at *any stage* of life, especially if the stage includes those very special occasions. When a girl shops for her first prom, she wants more than a beautiful, stunning evening dress. Every accessory must match, even the ones secluded beneath her gown. With vast assortments of ice cream color

panties, slips, chemises, and camisoles, she will dance in bliss long before the prom.

Other special occasions, from wedding to retirement party, call for that coveted Giè Giè glamour. The unparalleled store has a bridal center filled with silks, satins, laces and countless shades beyond traditional whites and creams. The bride’s mother, grandmother, and guests will feel the sassy sensation of being secretly sensual when

still want a bra, regardless of age. “Sometimes older women are speechless on their visit,” reveals Mastrangelo. “They were never fitted and actually don’t know the proper way to put on a bra. They tell us their mothers never showed them. I imagine the mothers didn’t know either. They are so filled with pleasure. I frequently visit senior living centers to fit women for breast prostheses and bras.

“Throughout every stage of their lives, many American women think of bras as an esthetic, not an essential, so not much attention is given to proper fit,” continues Mastrangelo. “They sit at computers all day pulling up straps. When a young girl is ready for her first garment, she gets no preferential treatment. European women are much more aware of the importance of fit. They are proud of their bodies. Bras made for them are structured to hold the weight of the breast and relieve shoulder stress and pressure. You won’t see anyone tugging at straps on the Paris Metro. Most of our bras are made in Europe, and our fitters are ex-



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Look here, there are rows and rows of bras. Glance over there and cuddle-up flannel, fleece, and velour pajamas and gowns beckon. Another corner brings lace and silk to sensuous life. For those naughty little secrets, unveil garter belts, commando thongs, and CYA panties.

More wonders await. Plan a spring day trip to *Gië Gië lingerie & breast care*. No matter what stage of life you are enjoying,

you will relish it more after your visit. *Gië Gië* is *The Woman's Store*. CCL

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they choose singular lingerie. If the event is a retirement or other exclusive party, *Gië Gië* lingerie, shapewear, and hosiery will inspire a youthful attitude and renewed confidence.

Mastrangelo is quick to point out the boutique is not exclusive to young girls, brides, and the four traditional stages of a woman's life. "And men – we can't forget about them. They come in to purchase presents for wives and lovers and sometimes don't have a clue what size to get. We make lots of queries. Is she tall? Is she petite or more buxom? We compare ourselves to the woman in question. Does she like comfy cozy or sexy? The guys are in such a tizzy, but we make sure they leave that behind and go home with a just-right gift."

By now, you realize *Gië Gië lingerie & breast care* is where relationships and friendships are built, and selection is carefully planned to meet the needs of women as they progress through life. There is nowhere else quite like the exceptional boutique, nor its perspicacious owner. You truly believe you are in a magical kingdom filled with glorious tones and textures.