



Better Than Ever *Better*

By Sharon Maloney Spaeder
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Giè Giè owner, Gina Mastrangelo, proudly reports: "With our new name, comes an array of exciting new products, new services, new brands, new fitting rooms, a new ambiance to the store, and of course a new sign."

Here's some very good news. The area's premier bra boutique, Giè Giè Lingerie & Breast Care (formerly Bosom Buddies), is now better and more spectacular than ever!

Giè Giè is owner Gina Mastrangelo, whose staff calls her G. Gina explains the store's name change: "We outgrew the name Bosom Buddies. As the store's popularity increased, we expanded products and services beyond bras and breast care to meet growing customer requests. Increasingly, customers would ask for specific lingerie items or make comments like: 'it would be great if you carried lingerie too' or 'you should carry swimwear.' We needed to broaden our product lines and services and intelligently select a store name that better reflected our business expansion. So recently, we devel-

Ara Swimwear



Giè Giè Lingerie

oped a large list of names, and finally chose Gië Gië...a warmer, friendlier name that does not tie us exclusively to bras and breast care."

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When you visit Gië Gië, the first thing you will notice (other than a cheerful smile and warm greeting) is a new, very aesthetically appealing sign that welcomes you to Gië Gië Lingerie & Breast Care. Gië Gië's sign incorporates rich colors and graphics that are in harmony with the store's warm, inviting, and inspiring interior.

Gië Gië's interior makeover features completely renovated, well-appointed, spacious fitting rooms; and new glimmering chandeliers, window treatments, carpeting, larger counters, and alluring displays. A luxurious, comfortable new sofa by the large bay window offers a relaxing respite for guests accompanying customers.

Gina's excitement bubbles over when she speaks of the pleasing and stylish swimwear addition to Gië Gië's product line. "We now carry fabulous swimsuits! Finding attractive *and* supportive bathing suits is always challenging for women. We've eliminated that challenge." Gië Gië features gorgeous Panache and Anita one-pieces, bikinis, and tankinis that provide women with well-designed, supportive, European style. Panache and Anita also design and market bras, so the companies are experts in understanding extremely well the importance of designing a superior look and foundation that are required to support the weight and shape of breasts. Gië Gië's swimwear line includes stylish cover-ups, one in particular by Anita that can be tied in the front or back, or worn as an open cardigan with jeans. Gina promises, "When it comes to swimwear, we fit customers with the same one-on-one custom fitting that we provide in our bra fittings."

Exciting product line additions do not stop with swimwear. Gina proudly reports, "We've added to our wonderland of things soft and feminine new sports bras like *Shock Absorber* and new bra lines - *b tempt'd*, *Cleo*, *Harlequin*, and *Femi*; and apparel lines - *Paddy Murphy*, *Cuddl Duds*, *Yummie*, and *DKNY*." And, Gina makes very special note of, "We're extremely happy to announce that we've added maternity and nursing bras to our new product lineup. Our *expecting mothers* and *new mothers* are absolutely thrilled!"

Although Gina's popular wedding apparel and wedding accessory line is not new, she is delighted to remind everyone the wedding season is here, and Gië Gië is the go-to-place for fun apparel like the popular wedding cake sleep pants, tank tops bedazzled with sayings like *The Mrs.*, and ivory silk boxers for



Panache Anna Swimwear



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With all of the fascinating changes at Gië Gië Lingerie & Breast Care, one fundamental constant remains unchanged – one-on-one service and custom fitting. Pictured is Annie Hartman, a member of Gina's team that provides the personal touch.

the groom. Many brides, or their mothers, choose Gië Gië for its stunning selection of Peignoir sets and chemises. One new very practical addition to Gië Gië's extensive wedding section is a short-sleeved, zippered hoodie by *Classy Bride*. Hoodies

are great to wear when the bride-to-be is getting her hair and make-up done on her wedding day. It is designed for a *no muss* transition into the wedding gown. Hoodies may even be customized for a personal touch.

And speaking of the personal touch, with all of the fascinating changes and new investments at Gië Gië Lingerie & Breast Care, one fundamental constant remains unchanged. Many women frequent Gië Gië for one major reason: Gina and her engaging staff – Molly Dorais, Megan Cone, and Annie Hartman. They make bra fitting – a potentially awkward outing – enjoyable. Check your embarrassment at the door, because once inside, you will wish you'd never gone anywhere else. You'll also want to return just for the conversation and caring spirit. These women are not



Harlequin Bra Set



only certified fitters, but they're gregarious, loving, and enjoyable. "I want women to feel comfortable at Gië Gië," Gina cheerfully emphasizes. Molly quickly agrees, "It's a humbling experience to work at Gië Gië. In our line of work, we're more than salespeople. Every woman has special needs, so we are caring and compassionate. If we do not have something for you, we will find where they do."

That approachability is important, because Gië Gië considers itself a safe haven for women of all ages. Molly candidly explains, "We make Gië Gië a comfortable place to discuss things women are embarrassed to talk about or consider taboo. It's our sexuality, which should not be spoken of in hushed tones. What happens in Gië Gië stays in Gië Gië."

More than anything, Gië Gië's customer care extends far beyond the typical. Whether it be a woman just starting her journey with breast cancer, a bride-to-be, the mother of the bride or groom, a young girl in need of her first bra, a pregnant woman, a nursing mom, or just those women that need a lift, the Gië Gië team steps in and creates a safe, empowering, and positive environment for all women. Where else can a woman go, if she couldn't come here?

Gië Gië is not only a place to shop. Gië Gië is a place to come and be a friend. And, Gië Gië is better and more spectacular than ever! ●

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