

Gardenia Lingerie

My name is Pauline Hughes, and I am the owner of Gardenia Lingerie based in Mortimer Street in Herne Bay.

The meaning of Gardenia is “you are lovely” this is a value that I strongly believe in as no matter what shape or size you are, every woman deserves to feel “lovely”

The shop was opened as a result of years of my own personal challenges, trying to find the correct fit and comfort in lingerie, and yet never succeeding. So, I decided to take matters into my own hands and opened Gardenia Lingerie in 2015.

It is important for me to create a warm, friendly, and non-judgemental environment that gives a personal service to every woman no matter what their requirements are as after all “we are all unique”.

Part of the personal service that I provide is an area that I am incredibly passionate about, and that is the area of supplying lingerie to women that have undergone breast surgery. When I opened my shop, I discovered that many women who required specially fitted mastectomy lingerie were having to travel outside of Herne Bay. These numbers shocked me as I never realised how far women were having to travel to get the personal service that they so much deserved.

It was from discovering this information that I decided to specialise in a mastectomy range within my shop and I became a certified care consultant. Since specialising in this area, I am now in contact with the breast care units from hospitals within the local areas and I help women with the fitting of their mastectomy lingerie both pre and post-surgery.

My aim is to be able to grow my business, particularly the mastectomy area, because as I said at the start of this article **Every** woman deserves to “feel lovely”.

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