

BusinessSpotlight

Shop owner's goal: Linger longer

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A warm, cozy atmosphere . . . a place to linger . . . is a good place to buy lingerie, says Robin Moglia, owner of the lingerie store called Linger.

SPRING LAKE

Linger, which opened in November at 304 Morris Ave., Spring Lake, carries top-of-the-line lingerie, Moglia said.

With racks of brand names such as Simone Perele, Aubade, Cosabella, Chantelle, Wacoal, Hanky Panky, Lucky Brand, Eberjey and OnGossamer, Moglia said the variety of her lingerie reflects the variety of her customers.

Couples buy at lingerie store

"I have people who come to buy fancy bras for their honeymoon to older women buying a nightgown, flannels and sexy bras for underneath," 42-year-old Moglia said.

She said size is seldom a factor for Linger's customers.

"Almost anybody can come in here and get their size," Moglia said.

The shop stocks items for men as well. While women are in the store, men can pick up boxers or pajamas.

"You shouldn't feel intimidated when you come in," Moglia said. "I try to make it easy for the (customers), try to make

them feel relaxed. To see them walk out (of the store) with a smile, makes my day."

Linger's customers include married women and grandmothers. Also, many bride's mothers stop by the store to buy a peignoir, a dressy gown for the wedding night, Moglia said.

The store provides a partition that encloses two dressing rooms and a "boyfriend-husband chair," Moglia said.

The shop also stocks items for brides, handmade scarves and ponchos, belts, slippers, robes, and other intimate products.

Undergarments for men and women range from \$40 to \$150,

nightgowns and pajamas cost about \$75, scarves cost \$50 and ponchos \$100.

Moglia said she can host Panty Parties for women.

"Women can hang out (at the store), and spend a couple of hours trying out different lingerie," Moglia said. "I put out some cheese and crackers, and they can enjoy themselves."

The store is available for Panty Parties from 6 to 9 p.m. throughout the week except Tuesdays.

Linger is open from 11 a.m. to 5 p.m. Mondays, Wednesdays and Thursdays, 10 a.m. to 6p.m. Fridays and Saturdays, and noon to 4 p.m. Sundays. It's closed Tuesdays. For more information telephone (732) 449-4009.



Robin Moglia of Point Pleasant owns Linger, a lingerie store that opened in November in Spring Lake. (STAFF PHOTO: ADENA STEVENS)