

**DENISE JAGER, NECTAR LINGERIE**  
**[www.nectarlingerie.com](http://www.nectarlingerie.com)**

"There's never a good reason for ugly underwear!" At least that's Denise Jager's point of view, so when she couldn't find any pretty, functional underwear in her community of Fort Langley, she decided to do something about it.

Researching lingerie designers from all over the world, she realized there were plenty of lines that she liked, but no one in her area was bringing them in. Denise opened Nectar Lingerie in September 2007 with a little money and some help from her family. She envisioned a small, intimate boutique, but in less than a year the business has grown faster than anticipated. She is currently working on a website and looking at opening more stores and expanding her inventory to include more designers.

"Many of my lines are the first in BC or the first in Canada," she says. For example, she is the only North American distributor of "Kiss Me Deadly," one of several UK based designers.

Denise says she was heavily influenced by her father, who is not afraid to do things that no one else is doing. "You don't have to do things just because everyone else is; it's okay to be unique."

As president and full owner, she finds herself with a lot less free time than she had last year. "I was happy before, but I'm even happier now because it is more rewarding," she says. "Now I go home at the end of the day and think of new things I could do and that inspires me."

Denise, who had gained marketing experience working in retail, says an entrepreneur needs confidence, a really good idea and a lot of passion. "The most important thing is to absolutely love it," she says. "It's your baby and you have to take care of it all the time."