

Still Standing: Building a Boutique Business with Mary Jordan

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By Linda S. Ostovitz

Host Linda Ostovitz welcomes Mary Jordan, owner of Bra La La, a bra fitting boutique in Fulton, Maryland, for an inspiring conversation about what it takes to build a business from the ground up and keep it standing through every storm. Mary shares the unlikely journey that took her from cancer research at Georgetown's Lombardi Cancer Center to biotech sales, and ultimately to opening a specialty boutique with nothing but a great idea, 100 surveys, and a road trip up and down the East Coast. She reflects on surviving the 2008 economic downturn, the COVID-19 pandemic, and nearly two decades of retail turnover in a neighborhood that once felt like a cow field, and explains why community connection, compassion, and showing up for people have always been her most powerful business tools. From her store's 200-size fitting range and post-mastectomy expertise to its role as a trusted ambassador for French luxury brand Empreinte, Mary offers a candid, heartfelt look at what it really means to run a business where making women feel good is the entire mission.