

## QUESTION & ANSWER

# STAR MONROE



**Q** Can you tell us about yourself?

**A** I am 37 and was born in Brighton. My family moved to Maidstone when I was six years old and I have been here ever since. It is a great place to live and you get to know everyone really well, I find the town super-friendly.

I have established two – with more to come – successful businesses here. I have been in the health and fitness industry for 18 years, working as a personal trainer, nutritionalist, massage therapist and life coach. I am full of information, inspiration and motivation. My job is to guide women to adore their bodies and to live the life they really want.

**Q** Tell us more about your businesses.

**A** I own and run the Ultimate Goddess group of companies, including Cardiostriptease, a pole-dancing and fitness school; the Pilates Studio in Boxley Road, which offers group and one-to-one sessions; Sexy Boot Camp, a women-only fitness event; and the Ultimate Goddess Method, women's life and body coaching.

**Q** What is the secret of your business success?

**A** My business is my passion. I adore my job and believe wholeheartedly that my purpose in life is to inspire and motivate women. Through my work I have had the pleasure of

teaching more than 1,000 satisfied women. My enthusiasm, belief and drive shines through in all areas of my business.

**Q** How did you get into the pole-dancing industry?

**A** I first tried pole-dancing seven years ago and thought it was a great concept to teach to women so they could find their sexy side and get fit.

I devised Cardiostriptease and the rest is history. Pole-dancing is fun and sexy. Women everywhere want to have more confidence, feel sexy and look great, and pole dancing is an awesome way to achieve this while having fun.

**Q** How many students do you have?

**A** I teach more than 100 women every week in a range of classes.

**Q** Do you find that more people attend for fitness or to learn the skill?

**A** Women want to get fit, tone up and have fun. They are bored with the gym, with no motivation. With pole-dancing they learn an amazing body skill and also get extremely fit.

**Q** Tell us about the Boot Camp event you recently held?

**A** It was an amazing success. The day was full of energy and enthusiasm, and the par-

ticipants enjoyed sessions that included belly-dance, hoop-dance, burlesque and pole. We raised more than £200 for Cancer Research UK. The response was amazing and everyone left feeling positive and recharged. The Sexy Boot Camp is a day of sensual, feminine fun with master classes and workshops.

**Q** Do you do any other charity work or events?

**A** Cardiostriptease runs two events every year called the Pink Party, where we showcase student and teacher pole-dancing skills. The next is on June 24.

All monies raised go to charity. Past charities have been the Heart of Kent Hospice, when we raised more than £7,000 for our Burlesque Ball. I have also warmed-up participants for the Heart of Kent Hospice Moonlit Walk.

**Q** How did your striptease in the window of Girl Flower florists in Union Street – to encourage men to order flowers in time for Valentine's Day – come about?

**A** Clare from Girl Flower and I worked together on the Burlesque Ball. Cardiostriptease organised a couple of years ago. We run an entertainments agency called Goddesses to Go and Clare contacted us about using a burlesque girl to dance in her window for Valentine's Day. Glory Pearl, one of Cardiostriptease's teachers and an up-and-coming starlet in London, jumped at the chance to show off her skills.

**QA** Businesswoman Star Monroe spoke to **Anna White** about her mission to inspire and empower women, her successful career in the fitness and pole-dancing industry, and her fund-raising work for charity