

Find your fit and style!
Wearing a bra is essential for almost all women, however, according to some fashion experts, nearly 75% of women wear the wrong size.
Most women wear bras that are too small for them.

Wearing a bra in the wrong size can be a real pain the neck, back and shoulders. Plus, it can cause shortness of breath! Buying the bra that's right for you isn't as easy as you may think, but we're here to help you find the bra that's right for you.

How can you tell you're wearing the wrong size?

There will be signs:

- You are literally busting out! Unless you're wearing a demi bra, most of your bosom should be inside the cup. If not, you should try a larger cup. It will be a lot more comfortable.
- The band rides up your back. When this happens, it means that the bra is too loose around your body. You can tell if the band size is right for you by placing two fingers under the back of the bra band. If you can comfortably fit more than two fingers, it's too big.
- There's wrinkling in the cups. Stretchy materials will form to the shape of your body, and if there's wrinkling, the cups are too big. Try a bra with smaller cups, like a demi.
- The center of the bra isn't lying flat against your breastbone. The bra should be flat against

Style Chart



Push-up bras give your busts a natural lift while pushing them together. Push-up bras are great for a smaller bust because they can add cleavage where there wasn't any before!



Padded bras just help to add a natural enhancement to your bust. (Many push-up bras are padded.) And sometimes the pads will be removable.

your skin without gaping. If it's not, you might not be getting the support that you need. Try a bra with a smaller cup size.

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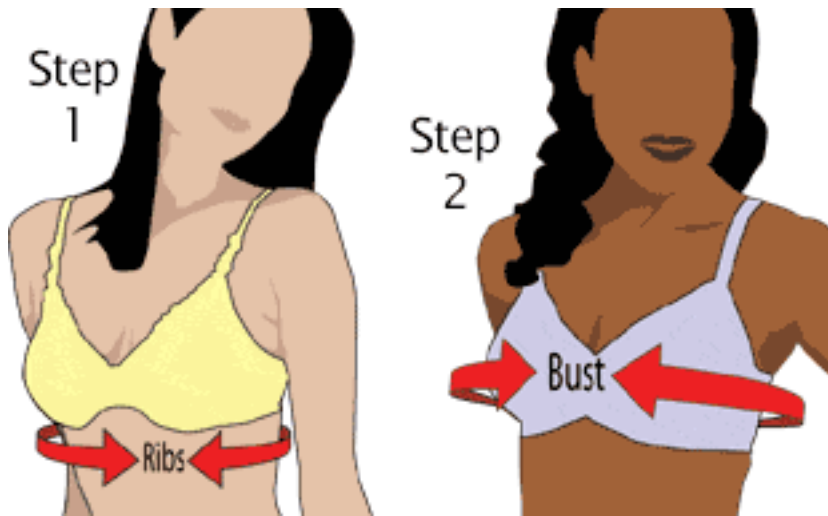
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Sizing is everything!

The most important factor in buying a bra is knowing your exact size. This can be determined by taking a few easy measurements.

Step 1. Take a tape measure and measure the diameter of your rib cage directly under your bust.

Step 2. Measure around your chest over the fullest part of your bust.



Step 3. Determine your cup size by taking the difference between the two above measurements (subtract the measurement of Step 1. from the measurement of Step 2.

Difference:	Cup Size:
0 - 1 1/2-in.	AA
1/2 - 1-in.	A
1 - 2 1/2-in.	B
2 1/2 - 3 1/2-in.	C
3 1/2 - 4 1/2-in.	D
4 1/2 - 6-in.	DD (E)



Demi bras are half-cup bras. They do not cover the entire bosom to create a bare minimum look. (Most demi bras are push-up bras that create flattering cleavage.)



Full-coverage bras are just as the name implies -- a bra that covers the entire bust. These bras usually have larger cups to offer maximum support.



Sports bras are essential for sports because they provide maximum support while reducing bounce. They're a must-have for any physical activity!

6 - 7-in.

DD (F)

7 - 8-in.

G

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Half the fit is in the style!

After you've determined the correct size, if a bra still doesn't feel quite right, try a different style. There is a difference in the way each style fits. No matter what size you are, there is style that best fits your needs whether you're looking for a boost, a minimizer, maximum support or just something comfy.

How to care for a bra:

By following the recommended care instructions, you can prolong the life of your bras! Here are a few simple tips that will help:

1. All bras should be handwashed, especially underwire bras. If the underwire comes out, not only will the bra be ruined, but the wire could also cause severe damage to your washing machine.
2. A mild detergent and lukewarm water are the safest way to wash a bra. Certain fabrics in the bra could melt in extremely hot water. And superstrong detergents can cause stretching in some materials.
3. Never put your bra in the dryer. The bra can get twisted and lose its shape. Plus, some materials may shrink in the dryer. Line drying is the best way to dry a bra.
4. Keep like colors together in washing (i.e., separate lights and darks).
5. Washing your bra after each use helps to reduce discoloring.

Congratulations! You are now a bra expert.



Minimizer bras are designed for full figures to reduce the bustline. They reduce the bosom and create a more rounded shape. These bras can be very slimming!



Seamless bras offer medium support and create a natural rounded appearance with a smooth shape. These bras are great for wearing underneath tight-fitting knits and sweaters.



Nursing bras are intended for nursing mothers. The cups open and/or pull down to make breast-feeding easier while providing the utmost support.