



THE TOP

5

Bra Fit Tips



PRESENTED BY

hurray!

KIMMAY

5 focus on these FIVE FIT TIPS

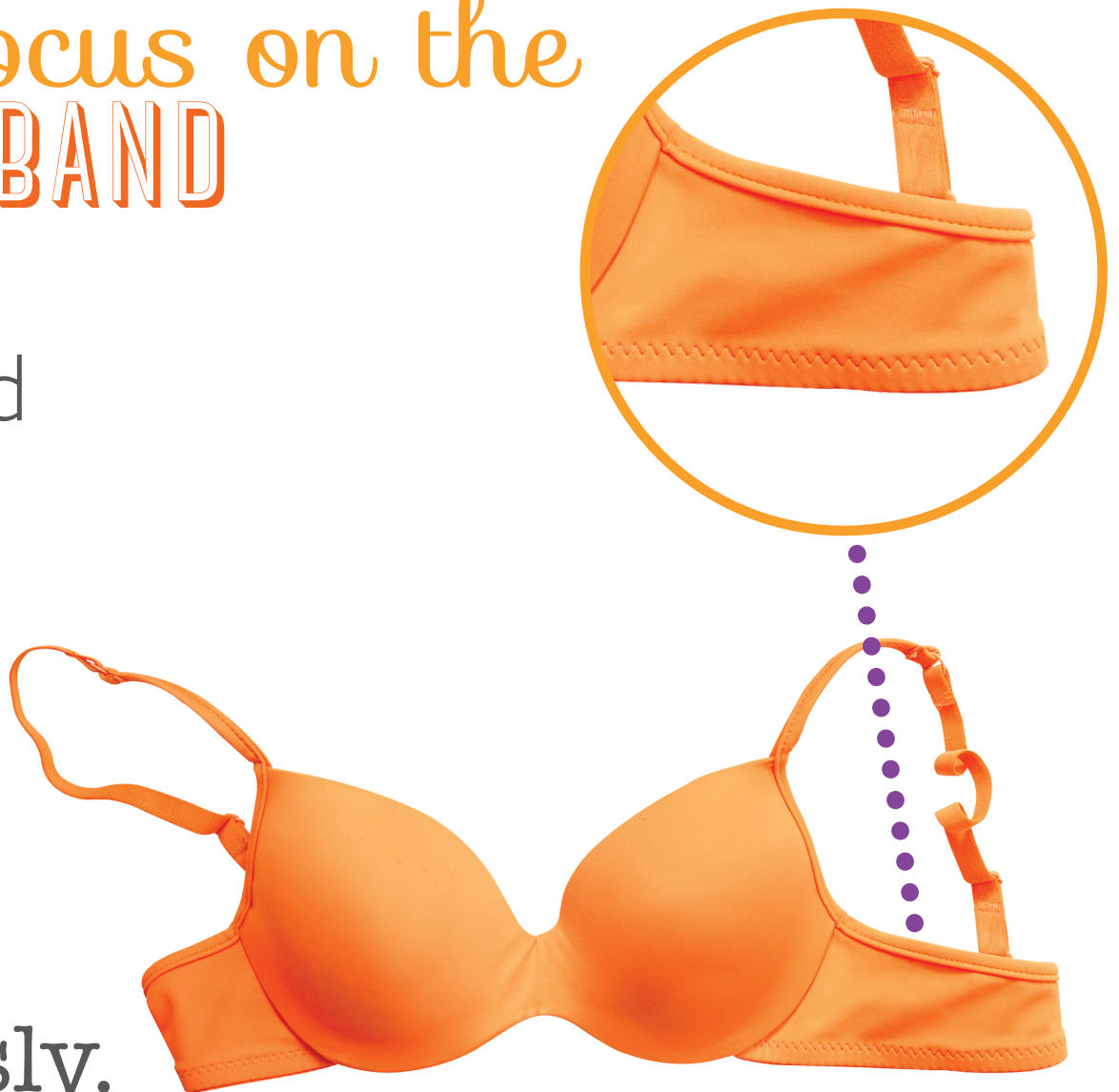
Whether you're going in for an appointment with a fitter, shopping solo, or auditing your bra drawer, these tips will help you make sure your bras are a great fit.

Remember that every bra brand and style fits differently, just like every woman's body is different. These tips are meant as a starting point to help you feel your very best in your bra, in your body, and in your life. I'm not kidding. In my 10+ years in the lingerie industry, I've seen a well fitting bra change many women's lives. Are you ready to say Hurray?



1 focus on the BAND

The band provides 90% of the bra's support. **Seriously.**



This is the most important part of the bra – if this doesn't fit, it affects everything else.

Your bra should fit snugly around your torso and hug your body.

Your band is responsible for 90% of the bra's support.

Your bra should sit right underneath your bust, and the band should wrap around your body and stay parallel to the floor, not riding up your back or sitting too low.

Ideally, a new bra should start snug on the loosest hook so as the bra stretches you can put it in a hook. This helps the bra last longer.

A wider band will lay flatter and provide more anchor than a thin band.

2 focus on the UNDERWIRE



The underwire should fit **completely** around your breasts.

Completely.

Currently, the most popular shape for a woman's bust is lifted, round, and separated, which is best achieved with an underwire bra.

Your underwire should fit completely around your breast, not digging into your bust or slipping too far below it.

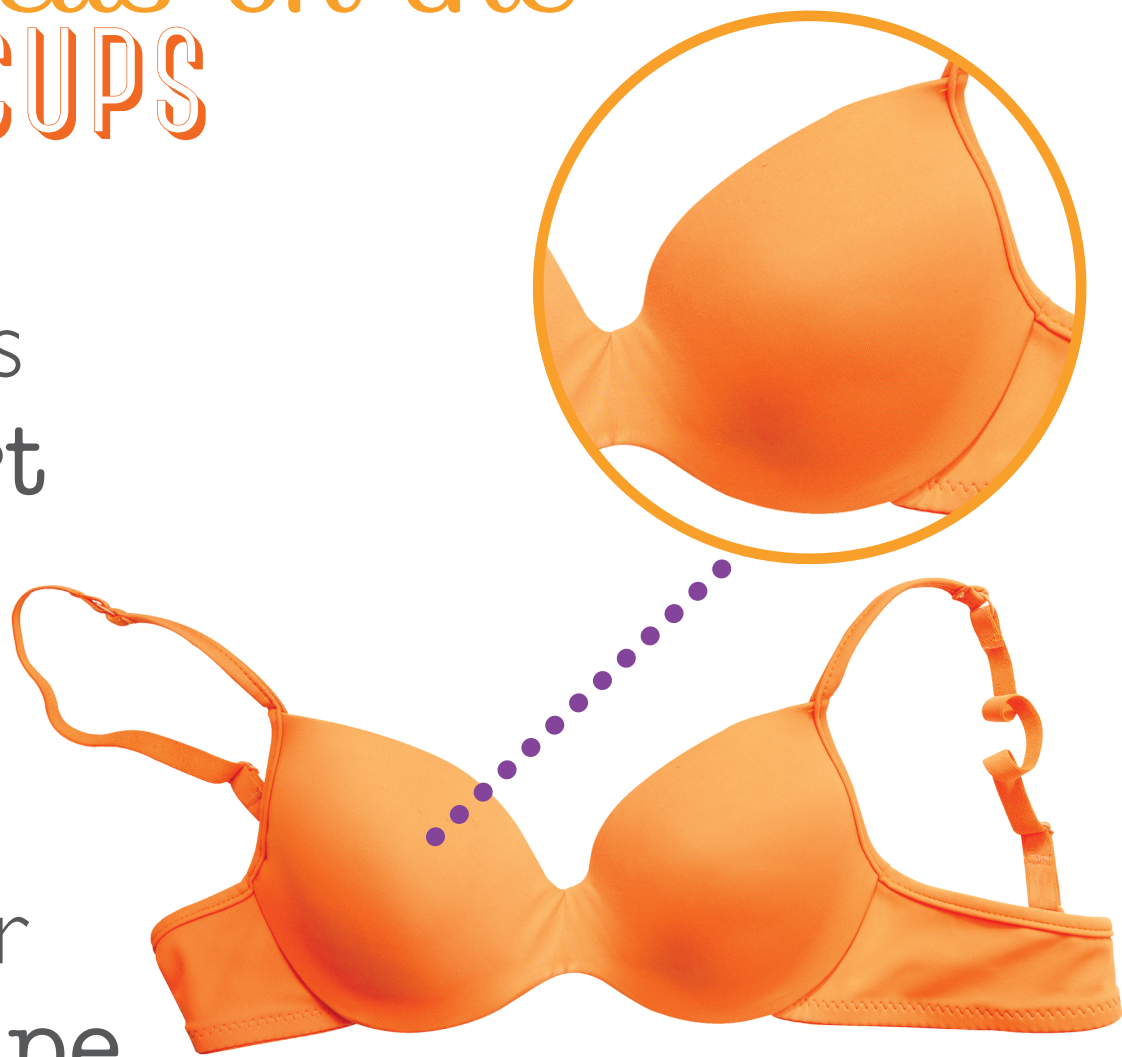
Adjust your cup and invite all of your breast tissue inside the underwire. Your underwire should tack against your body between your breasts.

Uncomfortable in an underwire? It may be the size or style. 90% of women I help find an underwire bra to be comfortable.

There are several kinds of underwires – firmer, softer, higher, lower – experiment with a few and find what you like.

3 focus on the CUPS

Cup size is only part of the equation. Get to know your bust shape.



If your cup size fits, all of your breast should fit inside the underwire and bra cup.

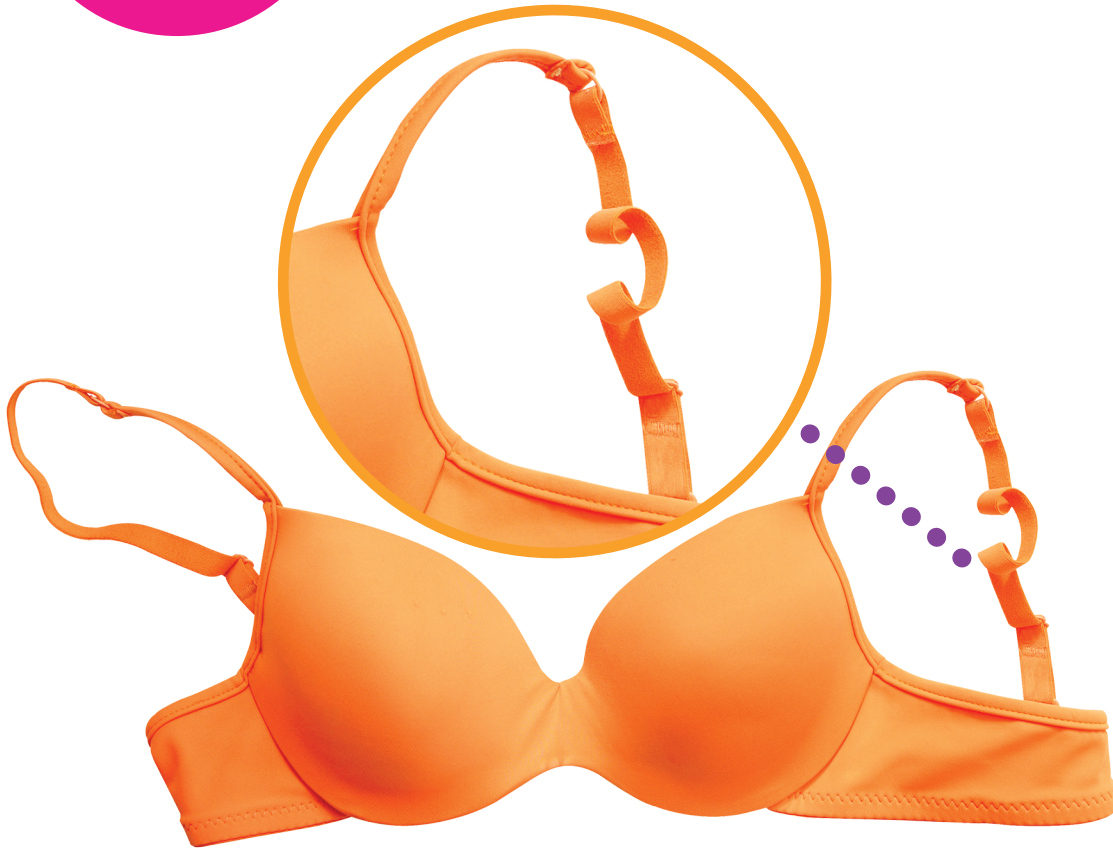
If the cup is gapping, try adjusting your cup and inviting all of your breast tissue inside. Still gapping? Try a shallower cut or smaller cup size.

If bust is spilling out, try adjusting your cup and making sure your underwire is directly around your bust. If it's still spilling, try a fuller coverage style bra or a larger cup size.

Remember that cup size is only part of the equation – get to know your shape and experiment with different cuts, styles, and materials.

If your bust fluctuates during your cycle you may need different cup sizes on hand – I do!

4 focus on the STRAPS



Straps
only
provide
10%
of the
support.
#truth

Your straps only provide 10% of your bra's total support, their primary job is to keep your cups flush against your body.

If your band really fits, you should be able to slip your straps off and the bra should still stay in place.

Straps should be able to reach 1" off your shoulder, with gentle force.

If adjusting your straps hikes up the band, the band may be too loose.

Wider straps lay flatter and dig in less than thinner straps. You can also try strap cushions for extra comfort.

If your straps slip off constantly throughout the day, check that your bra band fits snugly and is not riding up first. If they still slip, try a bra style with straps that are set in further, a convertible strap bra, or use an accessory to help them stay put.

5 focus on the FEEL



Stand **taller** and with more
confidence in a bra that **feels good!**

Ultimately how you feel in the bra is the most important element!
A fitter can tell you how your bra fits, but only you can tell us how it feels.

Every body is different, and what kind of bra you wear is up to you.
I'm confident that you'll find that a well-fitting bra not only looks great,
but it feels great too!

When a bra fits well, you can stand tall and feel confident.
Plus, it will put some hurray in your day!

the CHECKLIST

Print this page to bring with you on your next
bra shopping trip!

Use these 5 tips and make sure your bras fit and feel great.

○ band

Snug, parallel to the floor, and on the loosest hook

○ underwire

Completely around your bust, everything fits inside

○ cups

Flush with your bust, no gapping or spilling

○ straps

Just 1" above with a gentle tug

○ feel

If it fits well it will feel great