



The measure of a perfect bra

Finding the right fit for you

Find our video measuring guide at www.NaturallyClose.co.uk

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Steps to perfection

Finding the right bra isn't easy. That's why we have developed some simple, easy to follow advice that will help you on your way to your perfect fit.

Wearing the right bra size can do wonders for you, both physically and mentally. The right bra will make you more comfortable, stand taller and give you more confidence!

If you're not sure how your bra should fit you properly, don't worry – you're not alone. Estimates show that over 80% of women in the UK are wearing an incorrectly fitting bra.

Bra facts

Before fitting your own bra, it is very important to understand how bra sizes work.

Most people assume that a C cup is bigger than a B cup, and an E cup is smaller than

an F cup etc. This is not always the case, as the band size and cup size work together to make the size of the bra.

Many people don't realise that the cup size (the letter) and the band size of a bra (number) are actually interrelated and dependent on each other.

It is also very important to understand that everybody is different. We all have the volume of our breasts in different places, and because of this everybody's bust is a different shape.

So what does this mean for fitting? Well, some styles suit some shapes more than others.

Getting started

To measure yourself for a bra correctly, there is no better way than trying a few different sizes. But to give you a starting point, we have

included a back band measurement table and some easy steps to find out your cup size.

Band size + cup size = bra size

The most common mistake is wearing a size that is too big around the back and too small in the cup.

Remember, being "measured" for a bra is not the same as being "fitted". Tape measures can provide a rough guide but you will only ever really know if your bra fits you properly by trying it on and following our easy steps on the following pages.

When carrying out the instructions, keep your current bra size in mind. This is very important, as your current bra size is the real starting point for the actions we are about to take.

Your perfect fit in three simple steps

Step 1

Find your band size

This is the measurement of your body around your rib cage, just beneath your bust.

- Wear only your bra when measuring yourself.
- Make sure the tape measure is level all the way around your body.
- Pull the tape measure tighter than you would like to wear your bra – your bra will stretch around you but the tape measure won't!
- Don't breathe in whilst measuring yourself, as this won't give a relaxed measurement.

- Getting somebody to help you can achieve a better result in some cases, as you can hold your bust up while a friend measures your rib cage.

Once you know the measurement of your back, use the body measurement conversion chart opposite to work out your band-size.

Now you have your band-size number, have you gone up or down several sizes?



Centimetres	Inches	Bra back size to order
58.5 – 62.5	23-24.5	= 28 back size
63.5 – 67.5	25-26.5	= 30 back size
68.5 – 72.5	27-28.5	= 32 back size
73.5 – 77.5	29-30.5	= 34 back size
78.5 – 82.5	31-32.5	= 36 back size
83.5 – 87.5	33-34.5	= 38 back size
88.5 – 92.5	35-36.5	= 40 back size
93.5 – 97.5	37-38.5	= 42 back size
98.5 – 102.5	39-40.5	= 44 back size
103.5 – 107.5	41-42.5	= 46 back size
108.5 – 112.5	43-44.5	= 48 back size
113.5 – 117.5	45-46.5	= 50 back size
118.5-122.5	47-48.5	= 52 back size
123.5-127.5	49-50.5	= 54 back size
128.5-132.5	51-52.5	= 56 back size

Your perfect fit in three simple steps

Step 2

Find your cup-size

If you have come down band-sizes, you must now go up as many cup-sizes. If you have gone up band-sizes, you must go down as many cup-sizes.

So for example, if you were wearing a 38C, but now find you are a 32 band-size, we suggest that you try going up three cup-sizes (because you went down by three band-sizes) so try a 32E. This will take you to a new bra size, which will be a similar fit in the

cup to your old size. This will give you a sensible place to start ordering and trying your bras.

Of course, this size may still not be quite right for you, but we would like you to consider this as a starting point.

Putting your bra on it is very important that you put your bra on correctly to avoid the bra looking and feeling uncomfortable.



Putting your bra on

Lean in.

For the most comfortable fit and best support, lean forwards at the waist and allow your breasts to fall naturally into the cups.



Lift wires.

As you straighten up, lift the wires up into the crease of your bust and then attach the hooks at the back.



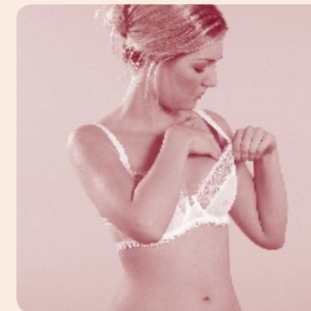
Adjust straps.

Adjust the shoulder straps to the right length.



Lift in.

Finally, adjust your breasts in the cups until you are comfortable.



Your perfect fit in three simple steps

Step 3

Ensure the perfect fit

Does your bra look like this?



Once you've got the right measurements and your new bra has arrived you can use this check list to see if it really is your perfect fit.

- The wires at the front, in the middle of your chest (called the centre-front) should sit flat against your body.
- The wires should sit flat against your rib-cage in the crease of your bust with absolutely no lifting away.
- Breast tissue should be encased completely by the wire. The wire should sit behind the breast tissue, under your arms.
- Cups should fit with no bulging over, or gaping at the top.



- The back-band should sit horizontally across your body, in line with the wires at the front of your bra.



- Your back-band should be nice and snug. You should not be able to pull it more than 2 inches from your back.
- Your straps should be adjusted in length to give support to the cup but should also be comfortable.

After following these easy steps, you should be closer to your perfect size. Your cup-size may still need some adjusting, depending on their style, bras can vary in the way that they fit your shape. If you find that your bra still isn't sitting correctly, here are some common problems and simple ways to solve them.

Problem solving: Back-band problems

Still not sure if your bra is fitting properly? Let us help you solve some of the most common problems.

Back-band riding up.

When your back-band is too big, it will ride up your back and not support your bust properly.

The back-band should sit parallel with your wires at the front of the bra, and when you pull the bra away from your body, it shouldn't stretch more than 2 inches from your back.

Remember, your back-band needs to be firm to support you.

If the back-band is too big – try a back-size down.



Shoulder straps digging in.

The under band of your bra should provide you with most of the support you need, which is why the underband needs to be quite firm. When a bra doesn't fit you properly, the straps work as the supporting element and leave uncomfortable dents in the shoulders.

If this is the case, we recommend you try a smaller back-size.



Back-band too tight.

Your back-band must be comfortable. If you have tried on your new bra and it hurts (sitting, standing etc) then you should go up a band-size, remembering that it may be appropriate for you to come down a cup-size.



Different sized busts.

It is very rare that women have two breasts exactly the same size. No matter what the difference in size, you should always fit to the bigger side of your bust.

There will always be room in the cup of the smaller side, and to help with this you might want to tighten up your strap, or even lightly pad the smaller cup.

Some bras show off the difference in size more than others, and it is a case of trial and error with the styles. While you might think the difference is obvious you probably won't be able to tell with your clothes on!



Problem solving: Cup-size problems

Wires lifting away from the body.

When a bra fits you properly, the wire should sit flat against:

1. The middle of your chest.
2. Your rib cage underneath your bust.
3. The breast tissue at the side of your body.

If the wire pops out even a little way, on any of these areas, your cup size is too small.



Wires digging into the breast tissue.

This is a very important check that needs to take place when looking at your cup-size. The wire at the side of your body should sit behind your breast tissue, not on it.

When a bra fits you properly, the wire encases the bust completely and does not sit on, or dig into any breast tissue. This cup-size is too small; a bigger cup size would be needed to properly encase the bust and make the wire sit further around the body and away from the sensitive breast tissue.



Bulging over the top of the cup.

When your cup-size is too small, your bust will bulge over the top and the sides of the cups. For your bra to fit, you must try bigger cup-sizes until the top of the cup lies totally flat on your bust, and no bulges can be seen.

An easy way to test this is to try a t-shirt on, as any bulges will clearly show through the fabric.



Cups too big.

If there are visible creases in your cups after you have lifted your bust in correctly, you may want to try going down a cup-size.

Remember to check that the smaller cup-size isn't too small. If the cup appears to fit you snugly everywhere else, you must take into consideration the shape of your bust.

If for example you have a slight gap where the strap meets your cup, it means that the volume of your bust is in a different place, and simply wearing a different cup shape would suit you better.



To re-cap...

- Any wires should be flat against your body, and shouldn't dig in.
- The cups should hold your bust comfortably and supportively.
- Not all bras fit the same - you should go through this process every time you buy a new bra because different styles, brands and fabrics fit differently.
- Most people have one side bigger than the other - always fit your bigger side.

Don't be afraid to try different sizes. Now you know what you are looking for in a good fitting bra, you can easily manipulate your size in different brands and styles. Just remember that all bras fit differently, and you should follow these steps for every new purchase.

Top tips

- A well-fitting bra improves your posture and can prevent backache.
- Wearing the right bra will give the appearance of a slimmer waist and a more uplifted bust.
- Always try to handwash your bras and never put them in the dryer (this will reduce elasticity and cause them to shrink).
- Wash your bras in cool water, with a delicates detergent. Don't wring them out, just let them drip-dry, and don't put them onto a radiator where the heat can damage them.
- Buy a new bra every six months – the best support your bra will give you will be within the first six months.
- Use different styles to create different looks. A plunge bra will give you a killer cleavage whilst minimiser bras make your bust appear smaller.
- When you have your bra on, it is a good idea to try on a close fitting top to see if the bra is comfortable and to check it gives you a bust shape you like.
- Don't be surprised if you have changed size completely! We want you to see for yourself how much better you look and feel.

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The simplest way to buy underwear

Phone

Note your customer number, the size, colour and code of the items you want and call the number below. Then pay by cheque, debit or credit card, or spread the cost using the personal account that's already been set up for you.

Online

Everything is available 24/7 at NaturallyClose.co.uk where you'll also find exclusive offers for online customers. Just register using your customer number and start shopping today.

Post

Just fill in all the details on the order form and return it in the freepost envelope provided. Please double check the details of your order before posting.

To place your order visit

www.NaturallyClose.co.uk

or call **0871 231 4000**

Calls cost 10p/minute from BT landlines but will vary depending on your phone company or when using a mobile. Lines open 7am-10pm, 7 days a week. Enquiries 0871 231 4000 Mon-Fri 8am-8pm, Sat-Sun 8am-6pm.

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