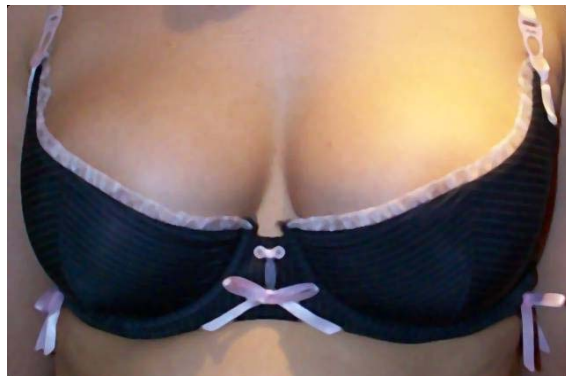


# Ann Summers Guide To Bra Fitting



(where size does matter)

# Some interesting facts

\*We always try on shoes before purchasing, but most women will buy a bra without trying it on even though our breasts are far more delicate than our feet!

\*More than 70 % of women in Britain are wearing the wrong size of bra!.....WHY?.....is it...

(1)Breasts constantly change size and shape throughout our lives although women rarely vary the size of bra that they wear!

(2)How a bra is put on and worn is just as important as wearing the right size and unless you are told the right way how are you supposed to know?

(3)Women buy the size they want to be rather than the size they actually need.

(4)So-called professional fitters are poorly trained and/or more interested in making a sale (if they do not have the required size in stock)

(5)Women are getting bigger yet manufacturers are still designing bras to the size and shape that women were during the war!

(6)Fitters rely heavily on the measuring tape, when this should only be a rough guide. More reliable is using the look and the feel to check the fit.

(7)All of the above!!!!

# The Formula Fit Method.

We are going to learn how to fit a bra using the Formula Fit Method although we must remember that we can't tell if a bra will fit properly until we try it on.

The Formula Fit Method is done by taking 2 separate measurements from the body and using a very simple formula to calculate the rough size required to start a fitting session.

Before we begin.....We need to ensure that we have built some rapport with the customer, they feel comfortable and that we keep them informed all the way through the process as to what we are doing. It also helps if the fitting room is a comfortable temperature.

The measurements can be taken either with just a bra on or if the customer would prefer they can keep a loose light weight top on as this will not significantly affect the measurement.

## Finding the back size

Once the customer is ready to be measured, ask her to stand facing you with her back to a mirror (this means you can look over her shoulder to ensure your measuring tape is straight)



Place the tape in a straight line around the customers rib cage, right where the breast meets the abdomen, ensuring that the tape is placed under the wire of the bra she has on or the resulting measurement will be that of the bra she is wearing rather than a true reading.

Always ensure the tape is kept firm while taking this measurement and it can help if you ask the customer to take a deep breath in and then out before ensuring the tape is snug (if the customer is tense it can inflate their ribcage and give a false reading, taking the breath relaxes them, putting the focus on their breathing rather than the stranger measuring them)

Round this measurement **DOWN** to the nearest inch and if the resulting measurement is an **EVEN** number add on **4** and if the measurement is an **ODD** number add on **5**, **THIS IS THE BACK SIZE**. (Remember you will always need to end up with an even number as you do not get bras in odd sizes)

## Finding the cup size

Keep a note of the back size you have just calculated as you will need this along with one more measurement to work out the cup size.



Next place the tape around the fullest part of the bust ensuring that (a) the tape is kept straight across the back and (b) the tape is not pulled too tight and denting the customers breast tissue. Round this figure up OR down to the nearest inch. The difference between this measurement and the back size you have already calculated will determine the cup size.

### CUP SIZE FINDER

Overbust measurement = back size gives an **A** Cup

Overbust measurement = back size + 1 gives a **B** Cup

Overbust measurement = back size + 2 gives a **C** Cup

Overbust measurement = back size + 3 gives a **D** Cup

Overbust measurement = back size + 4 gives a **DD** Cup

Overbust measurement = back size + 5 gives an **E** Cup

Overbust measurement = back size + 6 gives an **F** Cup Etc. etc.

EXAMPLE:- Under bust measurement of 29" (add on 5 to get back size) and over bust measurement of 34" gives us a Bra size of 34A.

## Exercise



Under band measurement of 28"



Over bust measurement of 35"

What size of bra would you recommend this customer try on?

# Fitting

Now that we know how use the formula fit method to find a starting point, it is important to know how to check the fit of a bra! The following pictures show the same lady, in the same bra!.....Which do you think looks more comfortable and supportive?



Always loosen the shoulder straps before attempting to put on a bra. Then get the customer to put their arms through the straps while you stand behind and use the cups of the bra to scoop their breasts into the structure before fastening the bra on the loosest hook (the habit we all have of fastening it around our waist before sliding it round and up, shortens the life of the garment and adversely affects the fit). The back of the bra should fit snugly enough so it will stay in place if the customer lifts her shoulders. If it rides up it is too big and you will need to try a smaller back size.

Once we have determined the ideal back size, we then need to check the fit of the cups.



The under-wires should fit snugly against the breast bone, if they sit away from the chest wall it means the cup size is too small.

The breast should be comfortably supported by the fabric of the cup with no bulges of flesh showing over the top of the cup, this also indicates that the cup is too small.



The wire should follow the natural line you can see on the skin where the breast meets the torso, if it goes too high it will dig in and if it stops too low can aggravate the delicate breast tissue and over a period of time can cause a lump to form. Pull the wing of the bra gently away from the body to check it is not digging in. These things can indicate the cup is the wrong size, but sometimes it just means that the bra is not a suitable style for the customer's body shape, try a different design.

# Finishing off

The best indicators as to whether a bra fits or not are (a) try clothing on over the bra to ensure it gives a smooth line and shapely figure and (b) ask the customer how it feels (although you may have to ask them to bear in mind that it will probably be tighter and lower down than they will be used to).

By educating our customers on how to wear their bras and the importance of wearing the right size it has been said to help to reduce the risk of things such as back problems, indented shoulders and sagging busts. It will also do much for their self-confidence by improving their posture and silhouette and has been argued to have an instant slimming effect on the body within your own size.

So to sum up getting properly fitted can benefit your well being and confidence re-creating your contours and curves in the correct places.....

And the benefits for us as a company.....It builds trust - when a customer can see that you are giving the correct information regarding their bra they will trust us when we recommend other products to them.

It increases sales - who can resist buying something they have had on and made them look so good.

It generates free advertising - a better fitting bra really can improve the quality of someone's life and they WILL tell their friends about the service they received.

It generates bounce back sales - when someone knows they were given good advice from us where do you think they will go the next time they need measured?

# Fault finding

## **Problem - The band digs in**

- Try a style with a wider band
- Try a bigger back size

## **Problem - The back rides up**

- Try a smaller back size
- Try fastening the back on a tighter hook
- Try lengthening the shoulder straps

## **Problem - The breasts sag**

- Try a style with more support
- Ensure the back has not ridden up
- Shorten the shoulder straps

## **Problem - The breasts bulge over the cups**

- Try increasing the cup size
- Try a fuller coverage cup style

## **Problem - The wires stick out at the front**

- Try a bigger cup size
- Try a smaller back size

## **Problem - The breasts fall out the cups**

- Try a less plunging style
- Try a bigger cup size

## **Problem - The wires dig in under the arms**

- Try a smaller cup size (if digging in high up)
- Try a bigger cup size (if digging in low down)

# Exercise



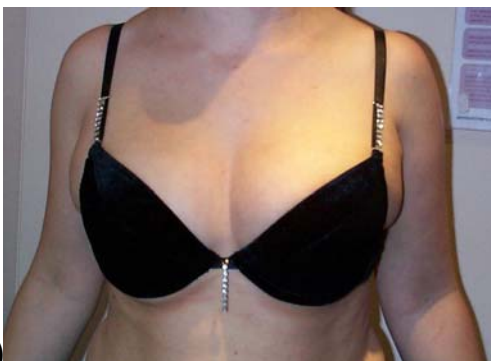
(1)

What could you do to improve the fit on this customer?



(2)

What is wrong here?



(3)

What can you see wrong and how would you fix it?