

## Buying A Great Fitting Bra (media)

Women come in all shapes and sizes, but they are likely to have one fashion item in common: the wrong fitting bra. Field research found that 85% of all women are wearing the wrong bra size.

Almost every woman is guilty of wearing a bra that is too small in band width and too small in the cup size. The right bra eliminates sagging and can even make you appear slimmer. It can take years off your looks. The best way to get a great fitting bra is to see a certified bra fitter. If you have professional help, you will know what to look for when you visit the lingerie department alone.

Also, you will want to think about your lifestyle and wardrobe needs before buying a bra. You may have a favorite bra....but you shouldn't wear it out and when you work out. One bra style will not work for fashions and functions. You may or may not need a strapless bra, a sports bra, but you should think about your lifestyle and wardrobe needs before buying a bra.

Before you go to the store to buy a bra, you will need to take some measurements. Measure over an unpadded comfortably fitting bra and keep the tape snug, not tight, when

measuring. First measure around the chest, just under the arms and above the bust. This is your band size. If your measurement ends in a fraction, round either up or down to the nearest whole size. Next, to get your cup size, measure completely around the bust at the fullest point, holding the tape measure straight but not tight. Round to the nearest whole number. You will also need to determine your type of body style: small busted, average figure, young full-busted, mature full-busted, plus size. Knowing this information will assist you in selecting the correct size bra yourself, but getting a Certified Fit Specialist is the best solution.