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lingerie

Bra Fitting Guide

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## MATERNITY BRA FITTING GUIDE

Seeking fitting advice when buying a bra is not always possible. Here are some common problems and self help solutions which will help

- \* Your first maternity bra should be fitted and worn from the 4th month of pregnancy.
- \* Your first maternity bra should initially be fastened to a tighter band setting providing allowance for an expanding rib cage.
- \* Your nursing bra should be purchased approximately 1 month before your due date and should be fastened to the looser eyes, leaving sufficient room to tighten the band as the rib cage starts to return to normal.
- \* A traditional maternity bra is made from rigid fabrics that aren't always comfortable. They tend to be big and mechanical. This does not have to be case with the advent of newer technologies which enable the product to look elegant whilst providing great function.

Maternity bras can now be pretty and functional too.

# KEY BENEFITS/FEATURES OF A GOOD FASHION

## MATERNITY & NURSING BRA

Delicately refined cup coverage, providing versatility of outerwear

Nickel free hooks/eyes, rings and sliders to avoid skin irritation or allergies

Easy to remove mummy clips for discreet feeding

Wider strap width which provides support, without compromising the appearance of the garment

Lower centre front for a more flattering appearance

Powermesh back band for comfort and durability

Beautiful, soft, luxurious fabrics as available with exquisite mainstream lingerie

Internalised seams in the cups for comfort and to avoid irritation to sensitive breast tissue

Soft, 100% cotton lining for comfort and enables the skin to breathe

Extra length via more hooks and eyes accommodate the changing body

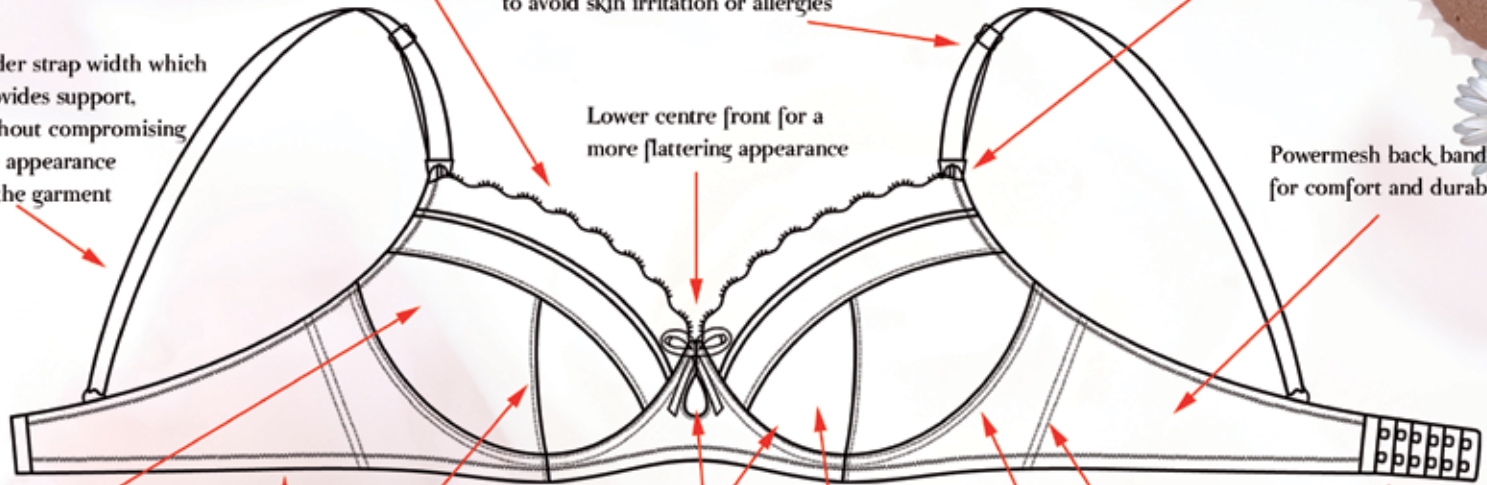
Wider under bust elastic for greater support around the diaphragm

Light boning to provide bra structure

Use of cup technology to increase the strength of the fabric, for maximum support.

Use of decorative features as evident in beautiful, mainstream lingerie, without compromising function

Excellent support without the use of underwires. Your breasts are more sensitive during this time and a poorly fitted underwire bra could damage your breast tissue/milk ducts.



## STEP BY STEP FITTING GUIDE



1.

You should be able to run a finger comfortably underneath and along the band. If needed, loosen the hook and eye adjustments to help. If unavailable, go up a band size as the bra is too tight.



2.

Adjust the strap lengths to provide a supportive yet comfortable fit. The straps should not cut into your shoulders.



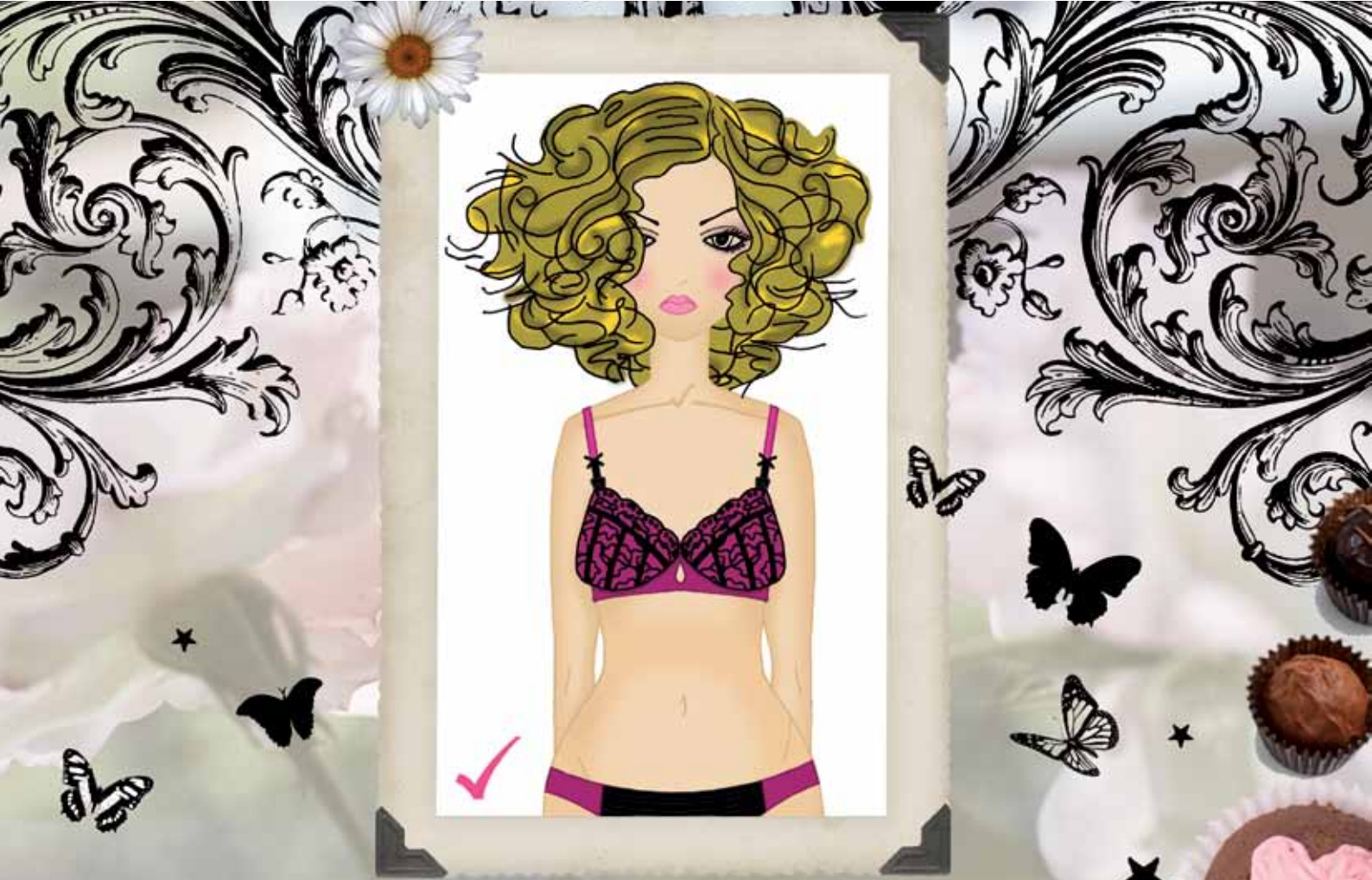
3.

The back band should fit comfortably across the back. A band that is too small will dig into your back and will appear overstretched. This will feel very uncomfortable and could restrict movement. Go up a band size.



4.

The back band should not ride up or move excessively when you raise your arms. If this occurs consider tightening via the hook and eye adjustments. If unavailable go down a band size.



5.

Most of your breast should be covered although this is dependant upon personal preference and the style of bra



6.

Importantly the breast should not appear to bulge out the top, sides or bottom of the cup. If this occurs the cup is too small. Go up a cup size.



7.

The bottom band of the bra should fit firmly around the rib cage. Any lifting in the front is a sign that the cups are too small. Go up a cup size.



8.

If the back band fits well, but the cups are baggy, you may need to try a smaller cup size.

Some women have one breast, which is slightly larger than the other. Fit the larger breast correctly and then tighten the strap on the baggy side to eliminate wrinkling in the cup to give the breast more support. You might even like to lightly pad the baggy side to achieve conformity.



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