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# The Measure of a Perfect Bra

**Finding the right fit for you**

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## What the right bra will do for you

At Simply Yours we know how important a correct fitting bra is. Giving you great support, a fantastic shape – and the confidence that follows.

It's estimated that 80% of women wear an ill-fitting bra. We hope this guide will help make sure that you're not one of them.

### A few ways a well-fitting bra helps

- Better posture and support prevents backache.
- Create a slimmer waist and uplifted bust.
- Use different styles to get various looks (e.g. a plunge bra for killer cleavage and a minimiser bra to reduce it).





## The way bra sizing works

Before fitting your own bra, it's important to understand how bra sizes work. Most people assume a C cup is bigger than a B cup, an E cup smaller than an F cup and so on. But this isn't always the case – as the band-size (the number) and the cup-size (the letter) work together to make the size of the bra. This guide includes a back band measurement table and steps to help you find your cup-size.

### **Band-size + Cup-size = Bra Size**

And, of course, everybody's bust is different. Where the breast is fuller affects the shape. What this means for fitting is that some styles suit some shapes better than others.

## Finding the bra that fits

It's important to understand that your bra size won't be right for every single bra. Bras come in so many fabrics and designs that different sizes may fit you better in different styles.

This guide includes a back-band measurement table and steps to help you find your cup-size. But the only way you'll know for sure that your bra fits correctly is by trying it on, and following our easy steps to check the fitting on the following pages. Our guide uses your current bra size as a starting point, so keep that in mind.

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.

- Only wear 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 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

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## Step 2 Find your cup-size

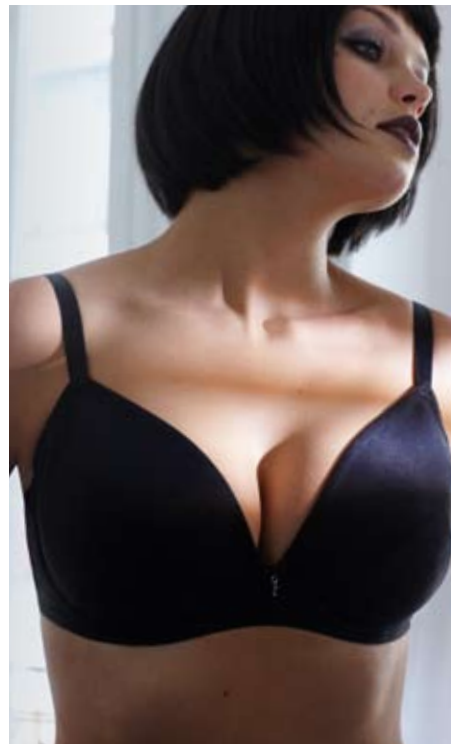
**If you have come down band-sizes, you must now go up as many cup-sizes. If you have gone up band-sizes, you must go down as many cup-sizes.**

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

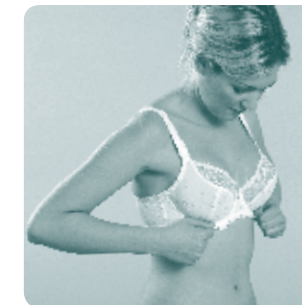
### Lean in.

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



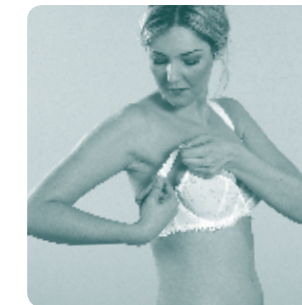
### Lift wires.

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



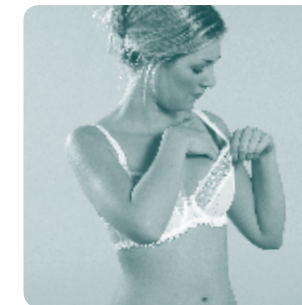
### Adjust straps.

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 **Check your fitting**

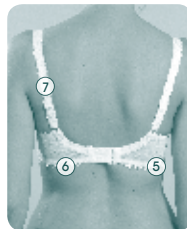


Does your bra look like this?

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.

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

4. Cups should fit with no bulging over or gaping at the top.
5. The back-band should sit horizontally across your body, in line with the wires at the front of your bra.



6. Your back-band should be nice and snug You should not be able to pull it more than 2 inches from your back.

7. 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 as, 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, we've listed some common problems and simple ways to solve them.

**Top-tip:** Try a tight t-shirt over your bra to check the fit and see the shape it gives you.



## Common Problems: Back-band problems

### Back-band riding up.

If your back-band rides up it is too big and not supporting your bust as it should. 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, shouldn't stretch more than 2 inches from your back.

Remember, your back-band needs to be firm to support you. If it's too big – try a band-size down.



### Shoulder straps digging in.

The band of your bra should provide you with most of the support you need, so it should 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 happening, 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 breasts.

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!



## Common Problems: 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.





## A quick 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

- 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

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### Online

Everything is available 24/7 at [SimplyYours.co.uk](http://SimplyYours.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.

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