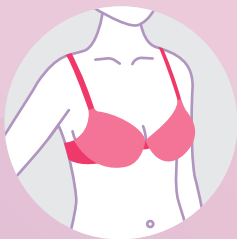


# BRA FIT *Guide*



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# Dillard's

We are pleased to provide you with this Bra Fit Guide through the support of our partner, Dillards.com.

We are committed to providing you with free resources that will help you feel your best. According to Dillard's, more than 80% of women are wearing the wrong bra size. While wearing a bra that is too loose or too tight should not affect your breast cancer risk, it can affect other aspects of your body like your skin's health and your posture. We hope this guide helps you feel more comfortable, confident, and empowered.



## Why Wearing the Right Size Bra Matters

The right bra can change the fit and appearance of your clothing. When your bra fits poorly, your breasts may spill over the top of the bra, or your bra may ride up your back, both of which can look unflattering under your clothes. And more importantly, wearing the wrong bra size can impact your health. If the cup is too small, it can cause breast pain. If the band of the bra is too big, it can cause your straps to dig into your shoulders and cause pressure headaches. These are some of the reasons why wearing the right size bra matters. An annual fitting is recommended to make sure you're still wearing the right size as your body may change over the course of a year.

### **ADVANTAGES TO WEARING THE RIGHT BRA SIZE:**

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- Comfortable support
- Breasts that are supported underneath by the band, as opposed to by the shoulder straps, for reduced shoulder pressure
- Reduced breast motion which helps avert breast tissue breakdown
- Boosted confidence
- Clothing that fits better

### **CONSEQUENCES OF WEARING THE WRONG BRA SIZE:**

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- Red, sometimes painful, marks on your shoulders
- Shoulder pressure, resulting in poor posture, neck pain, and headaches
- Breast tissue breakdown which can reduce breast firmness
- Irritation and chafing
- Needing to constantly tug on or adjust your bra

## Factors That Can Affect Your Bra Size

Weight gain or loss or a “shift” in weight are the two contributing factors to body changes.

When a woman gains or loses 10 pounds or more, it’s time to be fitted for a new bra. Even if you plan on losing more weight, you still want to have the best fitting bra throughout the process so you don’t have discomfort or poor posture in the meantime.

Sometimes a woman stays at the same weight, but her weight “shifts” (from medication or other natural factors), causing a change in the size and shape of her breasts. Old bras may no longer be supportive or comfortable, and it may be time to be fitted for a new bra.



**TIP:** Try new bra styles that will compliment your shape and lifestyle after weight “shifts”.

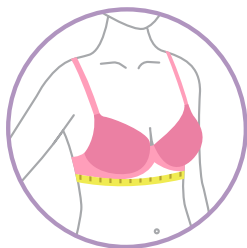
### **OTHER COMMON FACTORS THAT CAN AFFECT BRA SIZE INCLUDE:**

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- Pregnancy
- Breastfeeding
- Stopping breastfeeding
- Menopause
- Medications
- Age
- Exercise

## How to Choose the Right Size & Type of Bra

### MEASURING BAND SIZE



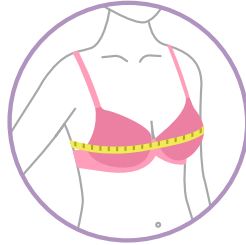
1. Put on your best-fitting non-padded bra.
2. Wrap a measuring tape snugly around your rib cage, just beneath your bust line — this is the part of your body just beneath your breasts.
3. Straighten the tape so that it's parallel to the floor.
4. Exhale deeply – you want the smallest measurement possible.
5. Round to the nearest whole number and refer to the size chart below.



**Tip:** Because bra brands tend to stretch over time, your bra should fit firmly on the loosest hook when new.

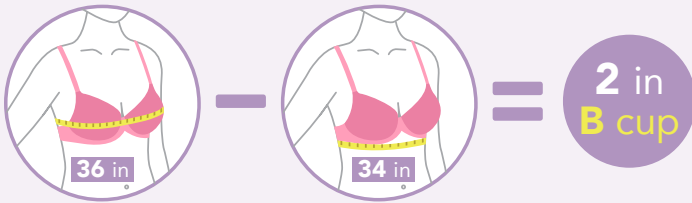
Band Size	32	34	36	38	40	42	44	46	48	50	52
Rib Cage	27-29"	29-32"	33-34"	35-38"	39-41"	42"	43-45"	46-47"	48-49"	50-51"	53"

## MEASURING CUP SIZE

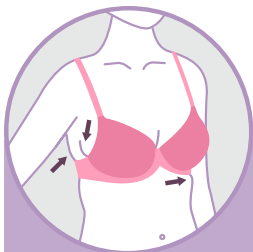


1. Measure loosely around the fullest part of your bust, with the tape straight across and around your back, bringing it to the front.
2. Subtract your band measurement (from step 1) from this bust measurement. The difference calculates your bra size – each inch represents a cup size.

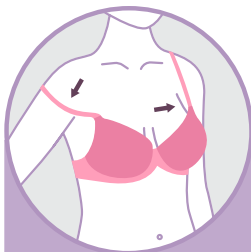
For example, if you measure a 34 inch band size, and a 36 inch cup size, the difference is 2: which would indicate a B cup.



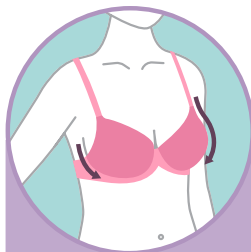
Band minus Bust Difference	less than 1"	1"	2"	3"	4"	5"	6"	7"	8"	9"	10"	11"
U.S. Cup Sizes	AA	A	B	C	D	DD/ E	DDD/ F	DDDD/ G	DDDDD/ H	DDDDDD/ I	J	K

**TOO SMALL**

- Spillover on top or sides
- Center section doesn't lie flat
- Underwires poke or ride up

**TOO BIG**

- Cups wrinkle or gap
- Adjusted straps still slide off

**JUST RIGHT**

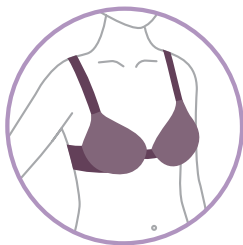
- Smooth cups
- Center section lies flat
- Band is low and even



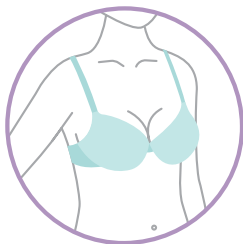
**Tip:** You should only be able to fit a few fingers between your body and the band.

## Types of Bras

The type(s) of bra(s) you need will depend on your lifestyle and clothing preferences. Here are some things to consider that may help you decide what kinds you need:

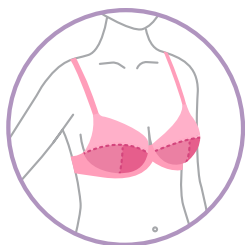
**T-SHIRT BRA**

Essential to any bra wardrobe, find the perfect solution to both comfort and style. Seamless and lightly padded, it's invisible under your favorite white tee.

**PUSH-UP BRA**

With extra padding at the base of the cups, push-up bras enhance lift and cleavage – perfect for adding drama or sultriness to a low neckline.

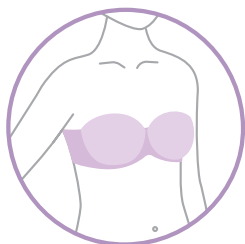




### **CUT & SEWN**

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The cups of cut and sewn bras are crafted from multiple panels of fabric, helping them contour to your unique shape for optimal support and shaping.



### **STRAPLESS/CONVERTIBLE**

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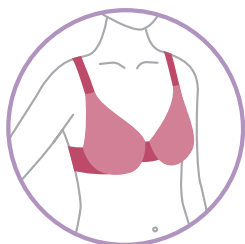
For the utmost in versatility, a bra with convertible straps is ideal. Keep your straps hidden – or gone altogether – with these problem-solving bras.



### **BRALETTE**

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Comfort meets support. Soft, stretchy knits give the benefit of support while remaining gentle enough for casual wear – even while sleeping.



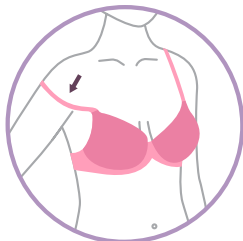
### **UNLINED**

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Unlined bras offer natural shaping with minimal extra padding and bulk, making them perfect for very fitted dresses and other sleek looks.

## Solving Common Fit Problems

### CONCERN #1: STRAPS SLIPPING OFF SHOULDERS



If your straps are slipping off your shoulders there could be two possible reasons for this.

#### #1: Your band is too big

If the front of your bra fits to your liking but the straps slip off, this is directly related to your band size. As the band of the bra goes up in size the placement of the straps sit farther apart. This creates the problem of slipping straps because you have a smaller frame than the size band you are wearing.

**SOLUTION:** Go down a band size so the straps inset a little more.

Remember: If you go down in band size, you will need to go up in cup size.

*Example: If you are a 34C, you would go down a band size and up a cup size which would make your new size a 32D.*

The number one mistake that women make when troubleshooting their own fitting concerns is they change the band size without changing the cup size, which makes the bra fit too tightly.

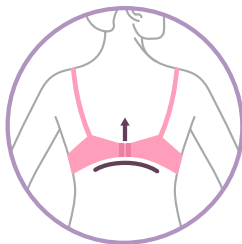
#### #2: You have narrow or rounded shoulders

Women that have narrow or rounded shoulders have a hard time keeping bra straps on their shoulders even if they are wearing the right sized band.

**SOLUTION:** Try a different style bra. A bra with straps that are more inset or a strapless bra prevents slipping for women with narrow or rounded shoulders.

## CONCERN #2: BAND RIDING UP THE BACK

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If your band is riding up your back there is only one reason and that is your band is too big.

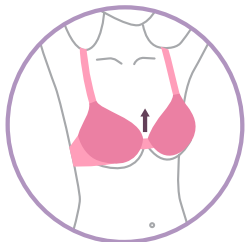
**SOLUTION:** To prevent your bra from riding up your back go down a band size and up a cup size. If the front of your bra fits fine you will want to go up at least one cup size as you go down in band size. The band of your bra should lay flat across your back and level to the floor.

*Example: If you're wearing a 34C bra that is riding up your back, but the front of the bra fits fine, you'll want to try a 32D. This will ensure the band of the bra is no longer riding up and the front of the bra still fits.*

Remember: Any time you go down a band size, you will want to go up a cup size to keep the same fit in the front of the bra.

**CONCERN #3: FRONT OF YOUR BRA IS LIFTING UP**

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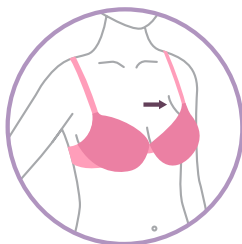


If the front of your bra is lifting up when you put your hands above your head, then you are definitely wearing the wrong size. The front of your bra should never move. If it does then this is caused by wearing too large of a band coupled with wearing too small of a cup.

When you apply pressure to the side of your wire along the outside of your breast, you should feel solid rib cage.

**SOLUTION:** If you feel the wire pressing into breast tissue, then your cup is too small and you will need to go up at least one cup size. If your band is riding up the front you should go down a band size and up a cup size (in some cases two cup sizes depending on where your breast tissue ends).

The band of your bra should lay flat across your back and level to the floor. The middle of your bra should lay flat between your breasts and follow the wire behind the breast tissue under your arm and not lift in the front.

**CONCERN #4: THE CUP IS GAPPING**

If the top of your bra cups gap, the most common reason is related to the shape of your breast tissue and the style of bra you are wearing.

There are three shapes of breast tissue.



1. The shallow tissue type describes women that do not have fullness on top of their breasts.



2. The average tissue type describes women who do not have the same amount of tissue filling out the top as they do the bottom of their cup.

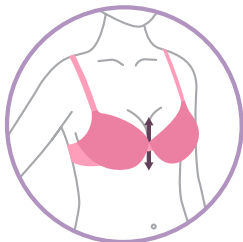


3. The full tissue type describes women that are as full on the top as they are the bottom of the cup.

**SOLUTION:** If your bra fits fine except that it gapes at the top, then you are wearing the wrong style of bra. Most bras have descriptions when shopping online. For example, for shallow shapes, demi bras or push up bras are recommended. For average shapes, it will say average bras. For full shapes, it will say full bras.

**CONCERN #5: MIDDLE OF THE BRA IS NOT LAYING FLAT**

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If the middle of the bra is not laying flat between your breasts there is only one reason for that: You are wearing too small of a cup size.

The middle of your bra should lay as flat as possible between the breast tissues. This helps with the overall support and comfort of the bra and it prevents the front of the bra from lifting up.

**SOLUTION:** Go up at least one cup size to get the bra to lay flat in the middle and be full enough to encompass all of your breast tissue. Remember, you may find that you need to go down in band size when you go up in cup size.

## Being Breast Self-Aware

Checking your bra's fit regularly can be one important part of paying attention to your body and being mindful of your overall breast health.



Breast self-awareness can help you become familiar with how your breasts normally look and feel. Knowing this will help you identify any changes in your breasts that should be reported to your health care professional promptly. If you find a lump, schedule an appointment with your doctor, but don't panic – most lumps are not cancer.

### **CHANGES TO LOOK FOR INCLUDE:**

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- A lump or thickening in or near the breast or in the underarm area
- A change in the size or shape of the breast
- Dimpling or puckering in the skin of the breast
- A nipple turned inward into the breast
- Discharge (fluid) from the nipple
- Scaly, red, or swollen skin on the breast, nipple, or areola (the dark area of skin at the center of the breast)

You should see your health care provider about any of these symptoms. Often these symptoms are not due to cancer, but if you notice any changes in your body, tell your health care provider immediately so that the problems can be diagnosed and treated.