



MEASURING THE **BRA BAND** SIZE for both bilateral and unilateral

1. While wearing a bra, measure around her body, starting from the back, along her bra strap, parallel to the ground and bring the tape measure up and around the front above her breasts (just under the arms).
2. The tape measure should be snug.
3. Make sure the tape measure starts at **0**
4. That measurement is the band size – record that number
5. If measurement is an odd number, go up one inch to an even number:
Example: measures 37" all around – go up to a 38"



MEASURING THE **BRA CUP** SIZE for two-breasted women

1. While wearing a bra, measure from the back, parallel to the ground, level with center of the breasts, bring around to front and position tape at nipple level, ensuring tape is level all around back to front, to that level
2. Make sure the tape measure starts at **0**
3. Measure loosely so as not to crush the breasts whatsoever
4. Record the number that is measured



MEASURING THE **BRA CUP** SIZE for women with one breast (mastectomy)

1. While wearing a bra, starting at the centre of chest at nipple level, measure the breast all around to the centre of the back where her bra hooks
2. Make sure the tape measure starts at **0**
3. Measure loosely so as not to crush the breast whatsoever
4. Record that number – then times by 2
Example: if the one side at nipple level measures 20", twice that would 40"

Measurement	Cup Size	Measurement	Cup Size
Less than 1"	AA	5"	DD
1"	A	6"	DDD
2"	B	7"	G
3"	C	8"	H
4"	D	9"	I

NOW, A BIT OF MATH TO CONFIRM CUP SIZE

1. If the band measured 38" and the cup measures 40", then the difference is 2"
2. She would therefore be a B cup, band 38, ie. 38B
3. Each inch is a cup size



Note that this technique is just a guide. It is a starting point to help you as a fitter find the correct bra size for your customer. The majority of the support will come from the band of the bra. If the band rides up in the back, or if she raises her arms and it slides upwards, the band is too loose. When worn, pulling the strap away from her back should only measure about an inch of give – more than that the band is too loose.

80% of women wear the wrong size bra because:

- Wearing them loose from the start – not ideal if a women needs a breast form
 - This will cause the form to shift and she will feel the weight more than she should
- Wearing bras way past their life span – we tend to keep our favorite bras for years which inevitably loosens the band with wear
- Not washing bras every two wears
 - Natural body oils can accumulate and may jeopardize the wear of the elastic and fabric
- Throwing them in the wash loosely (not in a lingerie bag) and then into the dryer
 - This can stretch the fabric in the wash; it can catch onto other clothing and damage the elastic, the hooks, etc.
 - Throwing them into the dryer, instead of hanging to dry, will shorten the bra's life, damage the elastic and/or shrink the fabric

A good fitting bra should not feel like you have one on. Comfort and support is directly linked to a good bra fitting.