

It's tempting to hook your bra in front of you and twist it around to the proper position, but doing so can cause a number of problems. All that twisting and flipping can warp or break your bra's underwires, or even push them through the fabric. It also stretches the elastic in the band, making your bra less supportive over time.

In order to maintain the maximum amount of support and to extend the life of your bra, we recommend trying the following steps next time you put on your bra.

STEP 1: FASTEN THE HOOKS

Place the underwire under your breasts where they meet your ribcage. Pull the band down and hook it on your back. A new bra should fit snugly on the loosest set of hooks. You can tighten the hooks are you break in he bra, maximizing its lifespan.



STEP 2: ADJUST THE STRAPS

Put your arms through the straps and tighten them to your desired fit. Properly tightened straps will shape the sides of your breasts, creating a smooth, rounded profile.

Keep in mind that 80% of your support should come from the band, not the straps. Although your straps should fit snugly, you should not feel like your breasts are hanging from your shoulders.

STEP 3: DO THE SCOOP

Place your thumb on the underwire to hold it in place. Reach across your body and scoop your breast tissue from the side of your body into the cup. The more you can scoop in, the better your bra will fit, feel, and look.



FINISHED!

A properly fitted bra will give you well rounded, nicely shaped, lifted breasts. Your clothes will look and fit much better, too. Using this method every time you put on your bra will help your garment last and deliver greats upport for as long as possible.

