

Leading Lady®

CERTIFIED BRA FITTER PROGRAM 2018

THE PERFECT FIT

It is amazing to think that 7 out of 10 women are wearing the wrong bra when taking just a few minutes to determine her correct size can make a world of difference in the way a woman looks and feels.

Proper training and experience will provide you with the ability to help a customer choose a proper fitting bra. Your assessment of the customer will help her to choose a bra that will allow her to feel comfortable and look her best. The fit of the bra is very important in how a woman feels about her self. This good feeling will help you to develop a trusting relationship for years to come.

HOW TO MEASURE

While wearing a bra, follow these simple steps. It is important to be sure to keep the tape measure level at all times for proper measurement.

1. DETERMINE BAND SIZE

Just under the arms, but above the breast, measure around the torso. This measurement is your band size. If the measurement is an odd number, round up to an even number.

2. DOUBLE CHECK BAND SIZE

To double check the band size, measure around the torso, but just below the breasts. Add 5" to this measurement to calculate the band size. If the measurement is an odd number, round up to an even number. This is usually accurate, although rounding down may work better for some figure types.

3. DETERMINE CUP SIZE

Determine the cup size by measuring around the fullest part of the bust line. Deduct the calculated band size as described in steps 1 and 2 above. Each 1" difference equals one cup size.

Difference Between Bra and Cup Measurement	Cup Size
0"	AA
1"	A
2"	B
3"	C
4"	D
5"	DD
6"	F

CHECK POINTS

Because every woman's body is unique, you may discover that the calculated size does not always translate into a proper fit. For best results, review the check points below then try on several different styles and sizes to find the bra that works best.

CUPS: If they aren't filled out, a smaller cup size is needed. If the breasts overflow at the top, push out to the sides or towards the center, try a larger size or a different style.

CENTER SEAM: The center seam should lie flatly against the chest.

STRAPS: Straps should not slip or leave ridges or red marks on shoulders.

BRA BAND: The lower edge of the band should anchor below the shoulder blades. If it rides up, the strap may be too tight, the cups too small or the band size too large.

FULL FIGURE

If the measurement in step 2 is 40" or greater, add 3½" for a more precise fit, rounding up to the nearest even number if necessary.

POST MASTECTOMY

While wearing a bra, follow these simple steps. It is important to be sure to keep the tape measure level at all times for proper measurement.

1. DETERMINE BAND SIZE

Begin by measuring under the remaining breast from center sternum to center spine. Double this measurement and add 5" to calculate the band size.

2. DETERMINE CUP SIZE

To determine cup size, measure over the fullest part of the remaining breast from center sternum to center spine. Double this measurement and then deduct the calculated band size as described in steps 1 above. Each 1" difference equals one cup size.

PREGNANCY

Changes in the breast size, along with increased sensitivity are one of the first signs of pregnancy. By the third trimester, the weight of the breast nearly double and the bra size can increase at least one band size and one to three cup size.

For maximum comfort, a woman should purchase a maternity bra as soon as her fashion bras are no longer comfortable. Bras made especially for pregnant women are usually more adjustable than fashion bras and offer more complete coverage for more comfortable support.

NURSING MOTHERS

Breastfeeding mothers will find that nursing bras have the same comfort as maternity bras, with the added convenience of bra cups that drop down or pull aside for discreet breastfeeding.

Nursing Bras should be purchased towards the end of the last trimester to ensure a fit that will accommodate the fuller breast. Many new moms are happy to learn that a properly fitted underwire bra will not interfere with the breastfeeding process.

FRONT CLOSURE STYLES

Front closure styles usually lack adjustability in the band size, which makes paying attention to the fit even more important.

WHEN TO BUY A NEW BRA / RECHECK MEASUREMENTS

It is important to replace your bras when they no longer offer the support needed to look and feel great. Bras will last an average of 4 to 6 months before they need replaced. It is a good idea to re-check measurements at this time, especially if there is a change in weight, level of activity, or the woman has become pregnant.

HOW TO BECOME A CERTIFIED FITTER

To become a Certified Leading Lady Bra Fitter, you must 1) successfully complete the following test and 2) complete the fit chart. Once you have completed these, simply send them to

Director of Marketing
Leading Lady Company
24050 Commerce Park, #101
Beachwood, OH 44122

If you have any questions, please call (800) 321-4804 ext. 120.

Upon certification, you will receive a certificate suitable for framing, a lapel pin, a clear sign for your front door and free merchandising aides for your store.

CERTIFIED BRA FITTER EXAM

1. List the three (3) measurements needed to properly determine a woman’s bra size.

2. How should the tape measure be held during measuring?

3. Why is proper fit important to a woman?

4. In determining the cup size, do you ADD or SUBTRACT the band size measurement from the bust line measurement? _____

5. If the difference between the band measurement and the bust line measurement is 4”, what is the cup size?

- A cup D cup B cup DD cup C cup

6. After fitting a woman, her cup’s are not filled out completely. Should you (A) send her home in the bra because the size meets the measurements you have taken or (B) try different styles and possibly a smaller cup size on her to find the best fit?

7. How do you measure for CUP size?

8. Where should the lower edge of the band anchor for a proper fit?

9. If the measurement in determine the band size is 45”, what should you add for a more precise fit. add 4 add 3½ add 5 add 2½

10. The measurement just under the arms, but above the breast is 35”. What is the band size? size 36 size 37 size 35 size 34

11. When should a bra be replaced?

12. List 3 reasons you should re-check measurements when replacing a bra:

13. How do you measure for BAND size?

14. When choosing a Front Closure bra, it is import to pay close attention to the fit because they lack adjustability. True False

15. What are the 4 check points to determine how well a bra fits?

16. Given the measurements shown below, determine what bra size is needed for each woman.

	Above Bust Line	Below Bust Line	At Bust Line	Bra Size Needed
Joanne	33"	28"	36"	
Lisa	44"	41"	48"	
Chris	38"	33"	42"	
Andrea	41"	36"	45"	

Post Mastectomy Fitters

17. When determining the band size on a woman who has undergone a unilateral mastectomy (one side only), from what points do you measure?

18. Do you measure on the A) mastectomy side or B) the side with the remaining breast?

19. If the difference between the band measurement and the bust line measurement is 3", what is the cup size?

- A cup D cup B cup DD cup C cup

Pregnancy and Nursing

20. At what point during pregnancy should a woman be fitted for Maternity bra?

21. When should a woman be fitted for a Nursing bra?

FITTING CHART

As with everything in life, practice makes perfect. Please complete the following and return with your exam for certification.

Date	Fit No.	Above Bust Line	Below Bust Line	At Bust Line	Bra Size Needed
	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
	10				

YOU'RE FINISHED!

Once you have completed your exam, please complete the information below and return to Leading Lady, 24050 Commerce Park, Beachwood, OH 44122. Allow 3 weeks for notification of certification.

PLEASE PRINT

Your Name _____
 As you would like it to appear on the certification

Store _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Web Site _____ Email _____