Busted!

The FAB FOUNDATIONS™
Uplifting Guide To Finding
Your Best Fitting Bra

ALI CUDBY

America’s #1 Bra Coach
Contents

Introduction

Tears in the Fitting Room

What Is the FabFit™ Formula?

Glossary

1 Fit’s Not Rocket Science: It’s Harder!

Mad Men Determined Our Bra Size
The Three Biggest Myths of Bra Sizing
Personal Assessment

2 WARNING! Wearing the Wrong Bra Can Be Hazardous to Your Health

Once Upon a Time, When Fit Was a Fairytale
International Cup Size Conversion Chart
How To Lose Ten Pounds Without Going on a Diet

3 The Secret to Your Bra Size

There’s No Such Thing as a Cup Size
The Myth of the DD
Why Women’s Bodies Are Changing

4 Fitting the Girls

The Bra Band
The Cup
The Bridge

5 Which Body Type Are You?

Petite
Standard
Full-breasted and Full-figured
Contents

6 Your Best Bra for the Buck
   Bra Innovations
   How To Customize Your Fit
   How Much Should You Spend on a Bra?

7 Essential Steps to Stress-Free Bra Shopping!
   The FabFit™ Formula in Action
   How To Put On Your Bra
   Making Internet Shopping Work for You

8 How To Save Your Bra from an Untimely Death
   Dryers and Delicates: A Lethal Combination
   Care and Feeding of Your Bra
   When to Replace Your Bra

9 Bras Through a Lifetime: Revisiting the FabFit™ Filosify
   Your First Bra
   Maternity and Nursing Bras
   Surgical Changes

10 Your FabFit™ Checklist

Resources
Acknowledgments
“Every woman needs—no, deserves—a properly fitting bra. Not only does it make a profound difference in the way you look & feel; the simple truth is that your clothes simply won’t work their best without one, no matter how much you may have spent on them.”

Treacle, “The Lingerie Addict,” Award Winning Blogger
1

Fit’s Not Rocket Science: It’s Harder!

When it comes to finding the right bra—one that fits correctly, feels comfortable, and can make you look much thinner—it shouldn’t be an epic battle. When you read fashion magazines or websites, it seems like finding your bra size is easy. A little more investigation reveals that there are a lot of different methods to fit a bra, and many of them are contradictory. In fact, the entire philosophy of bra sizing is confusing.

Mad Men Determined Our Bra Size

Some of the confusion goes back to World War II, when band and cup sizing became the norm. The perfect hourglass figure was considered to be 36-26-36. That first measurement was supposed to represent the bust size, and so women seeking that hourglass ideal wanted to buy a bra that reinforced the idea that they were “a 36.” The problem was that the measurement actually corresponded to the over the bust measurement, not the band size. In reality, that 36-26-36 woman actually had a band size that measured somewhere around 32 inches.

The geniuses on Madison Avenue thought it would be confusing for women to think of themselves as a size 32 when so much of the hype was based upon a size 36 being the ideal. So they came up with a methodology that became the norm: to ascertain band size, first you measure your body under the bust, then add four to five inches. So, essentially, women have an incredibly confusing process for measuring bra band size based on a marketing gimmick.

The Three Biggest Myths of Bra Sizing

Let’s begin by debunking the three biggest myths concerning bra size.

**Myth 1: You don’t fit.**

That is simply not true. There is a bra out there for virtually everybody, and this book tells you how to find it.

**Myth 2: Once you find your bra size, you are done.**
In fact, bra size is a moving target. Ask any growing teenager, new mother, or mature woman. Bodies change and bra sizes right along with them.

**Myth 3: It’s easy to find your bra size.**

Simply put—it’s not. If you have ever adjusted a slipping bra strap, felt uncomfortable in your bra, or wished for a better silhouette, then you know that the quest for the ideal bra can feel hopeless.

### The Search For A Bra Can Feel Like A Bust

Anita, a 38 year-old mother of two, knew she needed to go bra shopping, but she couldn’t find anything in local stores that fit her properly. Feeling embarrassed and overwhelmed, she let her ill-fitting DD bras fall into tatters. That made it exceedingly difficult for Anita to feel professional in the clothes she wore each day at the bank, where she worked as a teller.

Christina, a 24 year-old schoolteacher, had been hearing the same refrain for years from the sales ladies at the mall. Whenever they spotted her petite frame, they told her to shop for training bras in the children’s department or worse, they suggested that she didn’t need a bra at all. Christina, a former gymnast, was too small for adult lingerie, which ultimately made her feel like less of a woman.

Maggie, a 45 year-old lawyer, looked at her chest one night after a long day of work and childcare and felt utterly deflated, much like her breasts after nursing two babies. Without knowing any better, she continued wearing her 34B bras, and assumed the sagging was a reality she would just have to accept.

Recognize anyone you know?

Anita, Christina, and Maggie are typical of the millions of American women who face daily issues with their bras. They are successful and happy in their day-to-day lives, but when they walk into a lingerie department it’s a different story. These women represent a majority who may not like their bra size or breast shape or simply may not know what size to wear. As a result, they certainly don’t enjoy shopping for bras or like how they fit. All too often, bra shopping makes these women feel like there’s something wrong with them or their bodies.
But finding a bra that fits and makes you feel good can make rocket science seem easy; at least it follows a formula. Confusion about bra size explains why industry studies consistently show that somewhere between 70 and 85 percent of women are wearing the wrong bra size. That amounts to between 80 and 100 MILLION women over the age of 18. And the statistics for younger girls are even worse.

It doesn’t have to be this way. Most, if not all of the reasons these women are still struggling with finding the right bra are due to incomplete and misguided information. And some of the information out there is flat-out wrong.

**Finding the Right Bra Is Hard!**

Remember Anita? Her bra straps constantly fell off her shoulders, and she often readjusted them, even during meetings in her office. When the time came for her performance review, her manager took issue with Anita’s “constant fidgeting,” as if it compromised her professionalism. Even though it was never specifically mentioned, Anita knew the culprit were her ill-fitting bras. Unable to find anything that fit, Anita felt sloppy, in her life and at work.

Because there are few industry standards for sizing, confusion about how to take a measurement, and inconsistent training of in-store fitters, women continue to be handicapped in their search for the proper fitting bra.

Finding the right bra is not easy! It requires compassionate, professional advice, which you can find right here. So join the club. Like millions of other women, there is nothing wrong with you. You just haven’t found the right bra for you—yet.

But you will. In the coming chapters, you will acquire skills and valuable information that can last a lifetime, even as your body changes. These include how to fit a bra correctly, find the garment you prefer, and shop strategically, thereby saving money, stress, and time -- all key factors in promoting a healthier lifestyle. Because when you wear the wrong size bra day after day, year after year, there are consequences for your health, both physically and emotionally.
Finding Your FabFit™

Once you’ve completed this book, you will be able to put on a bra in the morning that fits correctly and enjoy leaving it alone and have it remain comfortable all day until you take it off at night. Imagine standing straighter, looking better in your clothes, and appearing 10 pounds thinner. That’s what FabFit™ can do for you.

After Anita, Christina, and Maggie had the pleasure of being professionally fitted, their situations improved significantly. Now, Anita proudly wears a 42H, and for the first time in her life, has pretty bras that make her feel better rather than worse. Christina found a range of companies that design bras expressly for her petite body type. She no longer feels banished to the girls’ department. Maggie found a more supportive bra that gave her the lift to look and feel like her pre-baby days.

When you’re finished reading this book, you will no longer have to endure the discomfort and indignity of bras that don’t fit. You, too, can join the club of healthy and happy women who are enjoying a lifetime of FabFoundations™.

Before we go on, please have a look at the personal assessment chart on the next page and see what’s relevant for you.
ASK ALI

I never thought I could find a bra that fits so well and feels so good.
Seriously, I get so much more work done, now that my bra is not a constant distraction.
I can't believe I spent 10 years being uncomfortable—and hopeless. WOW!
Your FabFoundations™ system really works. Thank you!

Q: I want to buy a bra online. Can you help with Internet shopping?
Best Wishes,
Miriam
Washington, D.C.

A: Absolutely! Even lingerie professionals can find it challenging to find their best fit when buying bras online. Check out Chapter 7 for some tips on more successful Internet shopping.
PERSONAL ASSESSMENT

Before determining your bra size, think about how your bra fits. These questions may help you identify what you need to change.

1) Is your bra uncomfortable?
2) Do your bra straps dig into your shoulders?
3) Do your bra straps ever slip off your shoulders?
4) Does your underwire poke into your breasts?
5) Over the course of a day, does your bra band creep up your back?
6) Does your breast tissue spill over the cups of your bra?
7) Does your breast tissue fall out the bottom of your bra cups?
8) Is there any gap between your bra and your body?
9) How about when you raise your arms?
10) Is there any gap between the middle portion of your bra (between your breasts) and your body?
11) Have you gained or lost more than 10 pounds without being re-fitted?
12) Do your bra cups wrinkle or stand away from your body?
13) Do you have back fat and/or bulges at the bra band?
14) Do your breasts appear to sag in your bra?
15) Do you have divots or ridges in your shoulders, where your bra straps sit?
16) Is there a hump in your upper back, between your shoulders?

If you answered YES to any of these questions, then your bra probably does not fit you properly.

Keep reading!

The next few chapters will help you figure it out.