

How best to keep your cup size full

OFF YOUR CHEST
WORDS: NICOLE CARRINGTON

STEP aside uber UK stylists Trinny Woodall and Susannah Constantine.

They may be the stars of new Channel 7 show Trinny & Susannah Undress the Nation, but they're not the only experts on a subject close to every woman's heart – breasts.

Dawn Clayton, owner of specialty city boutique All About Eve Lingerie, which stocks lingerie, swimwear and clothing for D+K cups, is amazed by the vast numbers of women wearing the wrong size bra.

To combat this growing epidemic, Ms Clayton is starting a Focus on Fit campaign at her store at 293 Adelaide St. City.

"We see so many women in-store and just out on the street who need our help," she said.

"Unfortunately, we have many customers

FAST FACTS

- Back size is the key – get this right, and the cup will follow.
- Almost every woman has one breast bigger than the other – get fitted to your largest.
- Up to 80 per cent of women are wearing the wrong size bra.
- Any bulges over the top of the bra indicate a cup size that is too small. Try a size bigger.
- The right size bra will make you look slimmer, reduce back and breast pain and make you feel more confident.

who have been really poorly fitted elsewhere, I think because other stores do not have the size range that we carry."



SIZE MATTERS: Dawn Clayton shows Anna Cousen the benefits of wearing a proper fitting bra.

And first things first, ladies – Ms Clayton says back size is the key.

"In 80 per cent of cases, women are wearing the wrong size back in the bra. You need to get that right first and then the cup size follows," she said.

And if your cup runneth over, Dawn says this is because your cup size is too small.

"Women underestimate their cup size because the big department stores have not catered for women who are above a double D cup."

Another big problem for women when choosing the right size bra, is that we often have one breast bigger than the other. And the solution?

"Almost every woman has one boob bigger than the other – you always have to fit the bigger boob," Ms Clayton said.

And if you're pregnant or breast-feeding, don't despair – All About Eve Lingerie also stocks maternity bras up to an L cup.

Visit www.allabouteve.com.au.

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