

Why Are So Many Women Still Wearing The Wrong Size Bra?

Submitted by: Rhona Marshall

Tuesday, 12 May 2009

PRESS RELEASE

For immediate release: Tuesday 12th of May 2009

Why Are So Many Women Still Wearing The Wrong Size Bra?

A month doesn't go by without another survey proclaiming that up to 80% of women are wearing the wrong size bra, but these shocking statistics are unlikely to improve according to specialist bra website, Bras.co.uk (<http://www.bras.co.uk>). That's because most women wrongly assume that they are one of the 20% wearing the correct size bra!

A survey conducted by the Bras.co.uk (<http://www.bras.co.uk>) website found that two thirds of women (66%) thought that they were wearing the correct bra size - and yet three quarters (74%) of those same women wrongly believed that a woman wearing a 28DD bra would have the same size breasts as a woman wearing a 34DD.

"It's a mistake that a lot of women make," says Rhona Marshall of Bras.co.uk. "In fact your cup size is relative to your strap size - the cup of a 28DD is smaller than the cup of a 34DD.

"If you are slim or have a small build, you may need a larger cup size than someone who isn't as slim or who has a bigger frame. It doesn't mean you have bigger breasts than them, only that your cup size is bigger."

Women generally shy away from larger cup sizes, however, because they wrongly believe that they are only for "big breasted" women.

"When women look in the mirror and don't see huge breasts, they assume that they can't possibly be a DD or bigger and so choose a bra with a smaller cup. And that means they choose a bra with the wrong band size. So you might have a woman wearing a poorly fitting 34C when she should be wearing a 28FF."

To find out your true bra size, firstly measure around your chest, under your bust, where the lowest part of your bra should sit.

For this first measurement, the tape measure should be held quite firmly but should not feel uncomfortable. Try to relax - don't try to breathe in - and make sure the tape measure doesn't slip down your back while you take your measurement.

Take this measurement in inches and if it is an even number, add four, if it is odd, add five.

The resulting number is your band size.

Secondly measure around the fullest part of your bust. The tape measure should sit lightly on your bust

but not squash it. This measurement in inches is your bust size and is used to work out your cup size.

The cup size is obtained by subtracting the band size from the bust size.

If the two are the same, you are an A cup. If your bust size is one inch larger than your band size, you are a B cup, two inches larger and you are a C cup. Three inches larger a D cup. Four inches larger a DD cup. Five inches larger an E cup. And so on up to a K cup.

"Just a few minutes spent taking two simple measurements can transform a woman's appearance and indeed her life because of the increased comfort you get from wearing the correct size bra," says Rhona Marshall. "Women shouldn't be embarrassed about their bra size - if you are a DD or bigger, don't hide the fact in a poorly fitting bra. Celebrate it with a perfectly fitting one!"

ENDS

Notes For Editors:

Bras.co.uk (<http://www.bras.co.uk>) is a UK website dedicated to bras from a 28AA to a 54FF, with larger cup sizes (up to a K cup) in some band sizes.

Bras.co.uk is the website where bras are the stars!

Bras.co.uk asked women on its mailing list a series of questions relating to bras in April 2009. The first 100 responses were used in producing the above statistics.

Rhona Marshall
0141 416 2065
info@bras.co.uk
<http://www.bras.co.uk>