

FEATURES

THE
OAKLAND
PRESS

WEDNESDAY MARCH 22 2006

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The Oakland Press/GARY MALERBA

Rebecca Aughton of Royal Oak, owner of Bra-Vo Intimates, demonstrates how bra should properly fit.

Finding *the right* support

Experts fit women with bras that feel better and make them look their best

By FRANCESCA
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Special to The Oakland Press

Women who wear the right size bra not only feel more comfortable, they look better.

That's the message bra-fitting specialists want to get across to women.

When a bra fits properly, the band fits snugly around the chest and will not ride up in back. Straps lie on the shoulders — not dig into them — and the cups will frame the breasts, instead of molding or folding them, says Rebecca Aughton, owner of Bra-vo intimates, a specialty bra store in Royal Oak.

"It's like a hand in the glove — you'll know when a bra fits right," says the

Royal Oak resident, who has 12 years of experience in the business.

The store sells mastectomy bras, which have pockets inside the cup area to insert the breast forms — which feel similar to real breasts, says

Aughton, a certified mastectomy fitter.

The most common mistake most women are



The Oakland Press/JOSE JUAREZ

Garment maker Wacoal sponsors Fit for the Cure.

guilty of is increasing the band size instead of choosing a deeper or bigger cup size, she says. Bands that are too small ride up in the back and minimize support.

Another misconception among women is that the underwire lifts the breasts.

Again, the secret is wearing the correct band size.

Her undergarment store specializes in European

brands, which offer a wider range of sizes — from AA to KK cup sizes and 30-inch to 46-inch band dimensions.

"Every company cuts and fits differently," Aughton says. "That's what makes it so darn hard for women to get fitted."

Similar to consulting a physician for an annual checkup, women also should see a bra-fitting specialist once a year, advises Torre Gieselman, a senior sales person for intimate apparel at Parisian of Rochester Hills.

"Everybody needs to wear the right size (bra) just so their clothes look better," says the bra expert, adding that increases a woman's self-image.