where the bra you buy is the bra that fits.
A great fitting bra is one of the best fashion investments you can make!

Most women are wearing the wrong size bra; resulting in a bra that is uncomfortable, non-supportive and unflattering.

Buying the right bra is not difficult, it just requires a little time and some basic knowledge. This booklet is designed to help you select, fit and care for a great fitting bra.
Measuring your bra size

A woman’s breast size will vary over time. At Target, we recommend that you check your measurements yearly to ensure that you’re wearing the correct size bra.

At Target, we have developed our own special BRA TAPE.

You can easily determine your body and cup size without having to refer to size charts. The BRA TAPE is available at Target stores for you to use either in store, or in the privacy of your own home.

If you don’t have access to a Target BRA TAPE you can use a regular tape measure and refer to the size charts to determine your size.

Measure yourself accurately with Target’s BRA TAPE to get the best fit possible.

Determine your bra size in two simple measurements:

Remember to measure yourself while wearing your best fitting bra. Do not measure over the top of any clothes.

Body size

Measure your body size by placing the Target BRA TAPE firmly under your bust. Note the body size indicated on the BRA TAPE, or if using a regular tape measure, refer to the size chart. This measurement should be similar to the blouse size that you wear. At Target we have bras in body sizes 8-26.

Cup size

Measure your cup size by turning over the Target BRA TAPE and placing it firmly (without squashing) around your chest at the fullest part of your bust. Note the cup size indicated on the BRA TAPE, or if using a regular tape measure, refer to the size chart. At Target we have bras in cup sizes AA to E. Selected stores also range F and G cups.

Measuring yourself is the starting point. Assess your correct fit by using Your checklist for a great fit (see pg 7), and if required, adjust your fit using Fixing ‘fit’ problems (see pg 8).

Different bra styles and manufacturing patterns will suit a range of body shapes. At Target we use a variety of manufacturers to provide subtle differences in fit across the range.
Putting on a bra

1. Lean forward so that your breasts fall into the cups. Secure the bra on the middle set of hooks. This allows you to tighten the bra as it stretches with wash and wear or loosen the bra with hormonal changes.

2. Pull the band down at the back so that it is level all the way around your body.

3. Adjust the straps so that they are firm, but not digging into your shoulders, and your breasts are supported.

Your checklist for a great fit

Once you have determined your bra size, you need to be prepared to move up or down a size to get the perfect fit.

Follow the checklist below to determine if you are wearing the right size. If any of these fit checks don’t look or feel quite right then refer to the Fixing ‘fit’ problems section (see pg 8).

1. The band sits horizontally around the body.
2. The centre front panel sits flat against the chest.
3. The cups are smooth and wrinkle-free.
4. The breasts are fully contained within the cups - no bulging or spilling out of the top or sides.
5. The underwires surround the breasts without digging into the breast.
6. The straps are secure but not tight - the main support comes from the body of the bra, not the straps.
Fixing ‘fit’ problems

The most common fit problems and suggested solutions.

1. **Band pulls up at the back** (but the cups seem okay).
   The body size is probably too large.
   Try a smaller body size and possibly a larger cup size (eg 12B becomes 10C).

2. **Band is digging in** (but the cups seem okay).
   The body size is probably too small.
   Try a larger size band and possibly a smaller cup size (eg 12B becomes 14A).

3. **Straps slip off shoulders** (but the cups seem okay).
   The body size is probably too large.
   Try a smaller body size and possibly a larger cup size (eg 12B becomes 10C).
   Try racerback styles or styles with wider, more substantial straps.

4. **Cups are wrinkled** (but the band fits well).
   The cups are probably too large.
   Try a smaller cup size (eg 12B becomes 12A).

5. **Breasts are spilling out of cups** (but the band fits well).
   The cups are probably too small.
   Try a larger cup size (eg 12B becomes 12C).
   Try a style with more cup coverage.

6. **Underwires are poking the breast** (but the band fits well).
   The cups are probably too small.
   Try a larger cup size, or a minimiser style as they are designed for a wider breast shape.

7. **Underwires don’t sit flat on the body** (but the band fits well).
   The cups are probably too small.
   Try a larger cup size (eg 12B becomes 12C).
Understanding the way bra sizes work allows you to manipulate sizes to get the best fit. Cup sizes are related to body sizes - they are NOT constant across body size. So a 12B and a 14B do not have the same size cup - the 14B cup is proportionally larger to suit the larger body size.

**Swing chart**

Use the Swing Size Chart below for a simple guide to moving up and down sizes, to achieve that perfect fit.

If you measure as a 12B you will find that moving to a 10C bra will give you a slightly firmer underbust fit. Moving from a 12B to a 14A bra will give you a slightly looser underbust fit.

<table>
<thead>
<tr>
<th>Underbust cm.</th>
<th>Body size</th>
<th>Overbust cup measurements in cm.</th>
</tr>
</thead>
<tbody>
<tr>
<td>63-67</td>
<td>8</td>
<td>AA cup 75-77</td>
</tr>
<tr>
<td>68-72</td>
<td>10</td>
<td>A cup 80-82</td>
</tr>
<tr>
<td>73-77</td>
<td>12</td>
<td>B cup 85-87</td>
</tr>
<tr>
<td>78-82</td>
<td>14</td>
<td>C cup 92-94</td>
</tr>
<tr>
<td>83-87</td>
<td>16</td>
<td>D cup 97-99</td>
</tr>
<tr>
<td>88-92</td>
<td>18</td>
<td>DD cup 101-103</td>
</tr>
<tr>
<td>93-97</td>
<td>20</td>
<td>E cup 104-106</td>
</tr>
<tr>
<td>98-102</td>
<td>22</td>
<td>F cup 106-108</td>
</tr>
<tr>
<td>103-107</td>
<td>24</td>
<td>G cup 111-113</td>
</tr>
<tr>
<td>108-112</td>
<td>26</td>
<td></td>
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</tbody>
</table>

* NOTE: That cup sizes F and G are only at selected stores.
Target’s bra department

At Target we realise that time is precious. We have designed the layout of our bra department to make it easy for you to find the bra you want, quickly.

Bras are displayed in 8 simple categories that are clearly marked in store to help you find your way.

First bras
This range of bras is specifically designed for girls making the switch from kids’ underwear, to their first real bra with cup sizes.

Push-up bras
Bras that deliver that little bit of OOMPH! Available in everyday styles and deep plunge styles for revealing necklines.

Strapless bras
Great for strapless, halter or off-the-shoulder designs. A strapless bra can solve most fashion dilemmas. Target’s strapless bras come with a set of matching coloured straps and a set of clear straps.

Underwire bras
Our collection of best sellers and the latest trends in bra development from around the world. Bras for work and play, in padded and unpadded styles.

Wirefree bras
Our range of classic favourites and everyday styles designed to be supportive without underwires.

Maternity bras
Poorly fitted underwire bras that press against the milk glands during pregnancy and breast feeding should be avoided. Wear a wirefree bra during pregnancy and switch to a drop cup style close to birth.

Sports bras
Sports bras are specifically designed to provide extra comfort and support during physical activity by reducing breast movement. Choose from low, medium and high-impact styles.

Post-surgery bras
Target’s post-surgery styles are designed to be flexible; to suit a range of needs. Discreet internal pockets accommodate a range of prosthetic options. Refer to our website for a list of stores carrying this range.