

The Great Bra Sizing Mismatch

ANNUAL REVIEW 2025/6

Why most women don't know what a well-fitted bra actually feels like

Based on 10 months of professional bra fittings



The **BRA**ologist



FOR MANY WOMEN, BRAS ARE SOMETHING TO TOLERATE RATHER THAN TRUST.

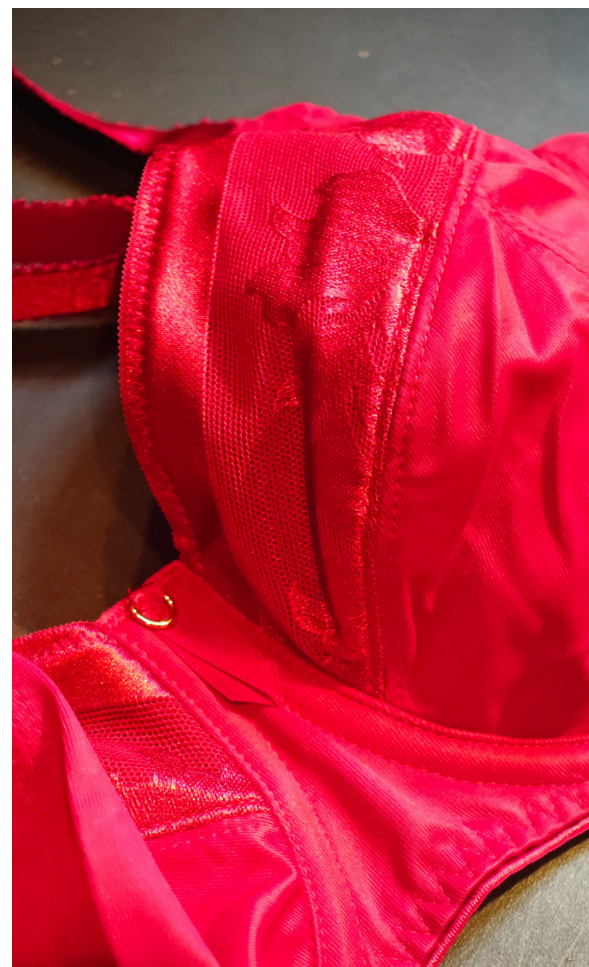
Slipping straps, digging wires, bands that ride up, cups that gape or spill, these experiences are so common they are often accepted as normal. Over time, women adjust. They tighten straps, size up bands, avoid wired bras altogether, or assume their body is simply “difficult”.

But what if discomfort isn’t inevitable?

This report explores what happens when real bodies are matched with properly engineered bras, using data and insights from ten months of professional bra fittings. The findings reveal a widespread mismatch between what women think their size is and what actually supports them.

Most importantly, it reveals something deeper:

Most women have never been shown what a well-fitted bra actually feels like.





Report Summary

This report analyses professional bra fittings carried out over a ten-month period.

The findings show:

- Only 6% of women asked for the size they were ultimately fitted into
- The most common correction was a firmer band and a larger cup
- On average, women were fitted 1–2 cup sizes larger than expected

The issue is not bodies changing or women misunderstanding themselves but bras.

It is the result of:

- Limited size ranges
- Inconsistent materials and construction
- Fashion-led design or affordability over engineering
- Misleading visual references

Discomfort has been normalised, not because it is unavoidable, but because better fit has rarely been demonstrated.

Emma Raw
Owner and Fitter, The
BRAologist

THE UK BRA SIZING PROBLEM

WHY BRAS SO OFTEN FEEL WRONG

Bra sizing appears precise: numbers, letters, increments.

In reality, it functions as an approximation.

Unlike clothing, bras are engineered garments. They rely on:

- Tension
- Load distribution
- Structural stability
- Precision materials

All thing a tape measure can't actually measure

Yet most women shop for bras using habit rather than fit, choosing the size they've "always worn" and adjusting when it doesn't work.

The result is a system where women adapt to bras, rather than bras adapting to bodies.



THE STATS

WHAT 10 MONTHS OF PROFESSIONAL FITTING REVEALS

This report compares the size bra women were wearing before a professional fitting to the size they were after.

94%
Changed size

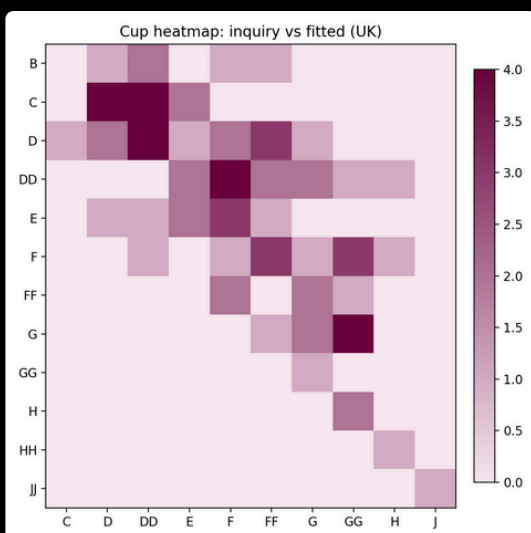
Only 6% of customers walked out in the same size bra they arrived in



Fantasie

64%
Wrong band

Of the 37% of customers who were in the right band size, had the wrong cup size





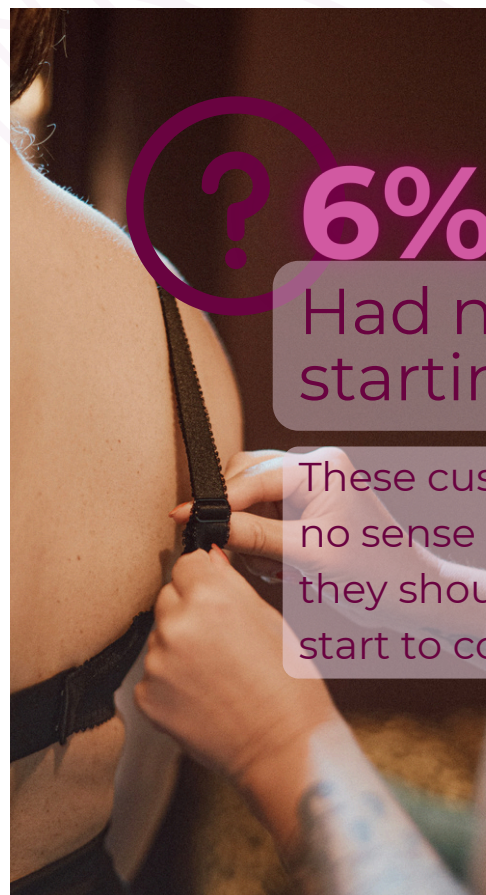
in cup size

71% of customer went up a cup size, with those wearing a 36+ band often going up a much as 3 cup sizes



in band size

Only 13% of customers went up a band size, while 50% came down



Had no starting size

These customers had no sense of what size they should even start to consider

THE DD+ MYTH

HOW LANGUAGE DISTORTS FIT

DD+ cup sizes are widely perceived as “large” or unusual.



The data tells a different story:

28.2% of women who asked for AA–D were fitted DD+

Customer starting cups that were then fitted in DD+:

B cups: 80%

C cups: 60%

D cups: 80%

Cup letters without band context are meaningless, yet they are culturally treated as fixed indicators of body size.

This distortion shapes expectations long before a bra is tried on.



WHY SIZING ISN'T STANDARDISED

THE LABEL IS ONLY A STARTING POINT

A “32F” is not a universal object.
Fit is influenced by:

- Elastic quality and recovery
- Wire gauge, width and shape
- Cup depth and projection
- Number of seams and panels
- Strap placement
- Wing height and back construction

Two bras in the same size, even from the same brand, can fit completely differently.

Sizing is a guide, not a guarantee.

STYLE MATTERS

SAME SIZE, DIFFERENT FIT

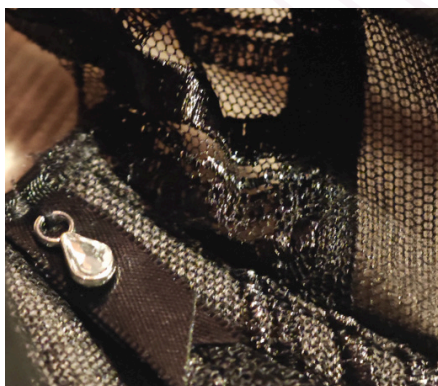


BRA SHAPE

A plunge, balconette, full cup and side-support bra will all fit differently, even in the same size.

BREAST SHAPE

Breast shape, tissue distribution, projection and root width all influence fit.



MATERIALS USED

There's over 50 elements to a bra and these can have a lot of impact to your fit and support.

A size that works perfectly in one style may fail in another and that does not mean the size is wrong.

THE MENTAL LOAD OF DISCOMFORT



WHY FIT AFFECTS MORE THAN THE BODY

Discomfort isn't just physical,
it's mentally distracting.

Poor fit creates constant
micro-interruptions:

- Slipping straps
- Shifting wires
- Riding bands
- Frequent readjustment

Each moment is small.
Together, they create ongoing
cognitive load.

A well-fitted bra fades from
conscious thought.

Comfort is not softness, it is
structural security.





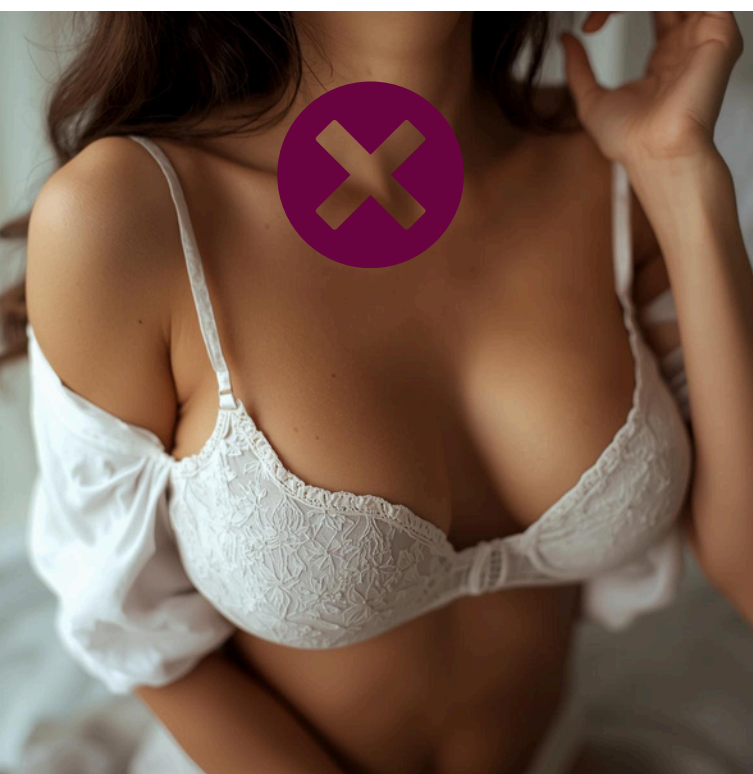
Lingerie brands may use sample sizes, not bras fitted specifically to the model

This results in:

Loose bands

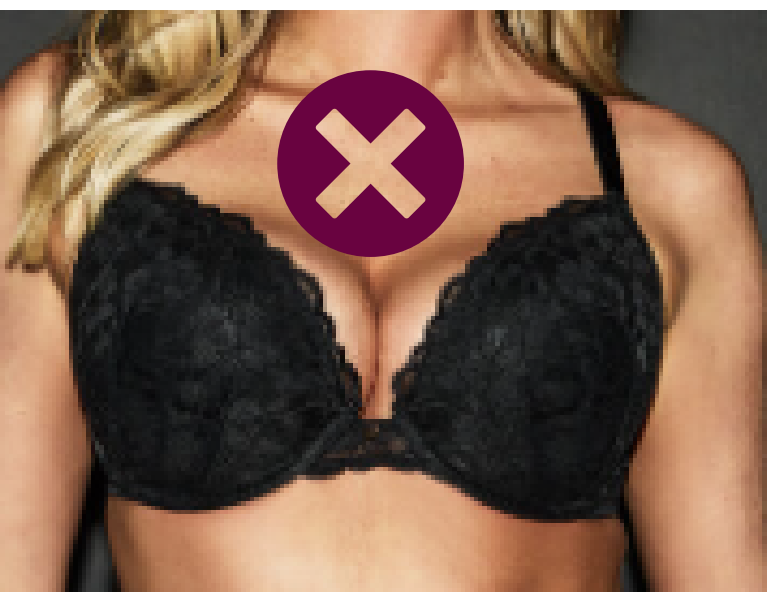
Small cups

Overtightened straps



These images are then presented as examples of “good fit”.

If women are never shown correct fit visually, they have no reference point for what to expect.



**WHAT
SHOULD
GOOD LOOK
LIKE?**

**WHEN EVEN
THE
PICTURES
ARE WRONG**



Most women are not bad at bras.

They have been navigating:

- Limited ranges
- Inconsistent sizing
- Fashion-led design
- Misleading imagery
- Limited help

All while being told discomfort is normal.

Most women have never been shown what a well-fitted bra actually feels like.

**PROFESSIONAL BRA FITTING
ISN'T A LUXURY.
IT'S EDUCATION.**





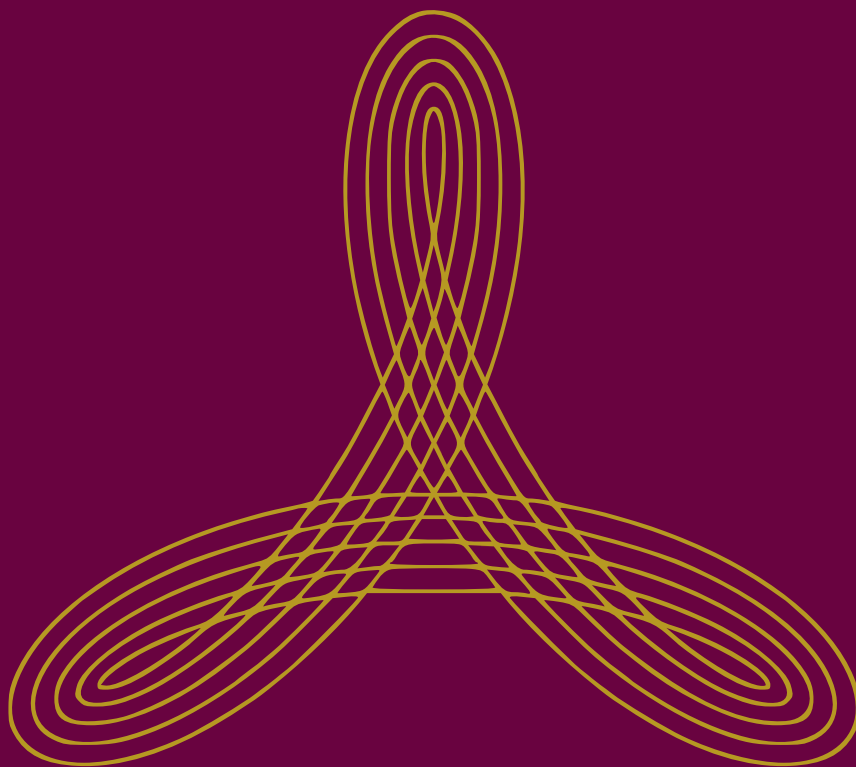
If you've:

- Always worn the same size
- Sized up because bras felt tight
- Avoided wired bras
- Assumed discomfort was unavoidable

Your experience mirrors the majority of women in this report.

A PROFESSIONAL FITTING
OFFERS SOMETHING
DIFFERENT:

CLARITY, SUPPORT AND
EASE.



**BOOK YOUR
CONSULTATION**



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