

# Fit Tips

All Ulla bras have short underwires and are perfect for all women who are short waisted or high busted.

Ulla's underwires are very soft and bendy therefore depending on the customers breast shape the wires will not sit flush against the customers sternum. This does not mean it is a bad fit, it is usually due to the customer having full or close-set breasts.

Ulla fits smaller in the cup and very firm in the back band compared to other brands on the market, generally, we recommend going up a back size and up a cup or two when fitting. Eg, if someone usually wears a 16H, try Ulla in a 18H/HH. Please see the size chart below for sizing advice based on Brava's best sellers. Note – Elomi Matilda has a very loose band compared to other Elomi Styles, for customers in a 12H, they may need an Ulla 16G.

If they wear...	Try...
Elomi Matilda 12H	Ulla 16G
Elomi Cate 12H	Ulla 14H
Prima Donna Madison 10G	Ulla 12G
Corin Virginia 12F	Ulla 12F
Panache Envy 10G	Ulla 12G



# Products

Ulla offers a number of wonderful styles that deliver perfect fit solutions for Brava customers. We provide detailed information on the construction and benefits of our best sellers and why we love them. We focus on the outstanding features, what makes them special and what sets them apart from other lingerie brands. You will find some excellent fitting tips and come to understand the demographic of the customer who values the brand and appreciates the quality and style that Ulla excels at.



# Kate U/W Sports Bra



**Sizes:** AU 18-34 D, 10-34 E-G, 10-30 H-HH, 10-26 J-JJ

**Ongoing Colours:** Black and White

## **Features:**

- Ergonomic, cushioned release straps – amazing comfort on the shoulders.
- Fabric is made with Trevira Bioactive technology - antibacterial and moisture wicking fabrics to stay fresh and dry as well as preventing odour.
- Specially designed short cut wires under the arms for comfort.

## **Customers and bust shapes it will work on:**

- Will suit customers of most bust shapes. It is not essential for the wires to sit flush to the sternum.
- Perfect for customers with narrow or sloping shoulders as the straps are centrally placed to prevent slipping.
- Customers who are looking for an effective sports bra which can double as an everyday bra.
- Works wonderfully for customers who find wires usually dig into their armpits – especially those who are short waisted or high busted.
- This style is a great fit solution for very customers who have a very low, heavy bust, soft tissue breasts and need the very full coverage and support.

**Fit Tip:** Back back fits firm in comparison to other brands, In the Larger cup sizes the back bands start to get even firmer, you may need to go up a back band in a H+ Cup.

# Kate Wirefree Sports Bra

**Sizes:** 18-34 D, 10-34 E-HH, 10-26 J-KK

**Ongoing Colours:** Black & White

## **Features:**

- The same moisture wicking, anti-odour technology fabric and ergonomic straps as the Kate Underwire Sports Bra.
- Features a wide, comfortable under bust band and high side panels.
- Tulle insert on the upper cup for unlimited freedom of motion, full coverage and support.

## **Customers and bust shapes it will work on:**

- Great for customers who prefer a wirefree bra, but don't want to compromise on lift, shape or comfort.

**Fit tips:** Fabric used in the band and design makes this very firm in the band, size up as you would when fitting a Shock Absorber Active D+.



# Sydney Sports Bra

**Sizes:** AU 10-22 D, 8-22 E-JJ

**Ongoing Colours:** Navy

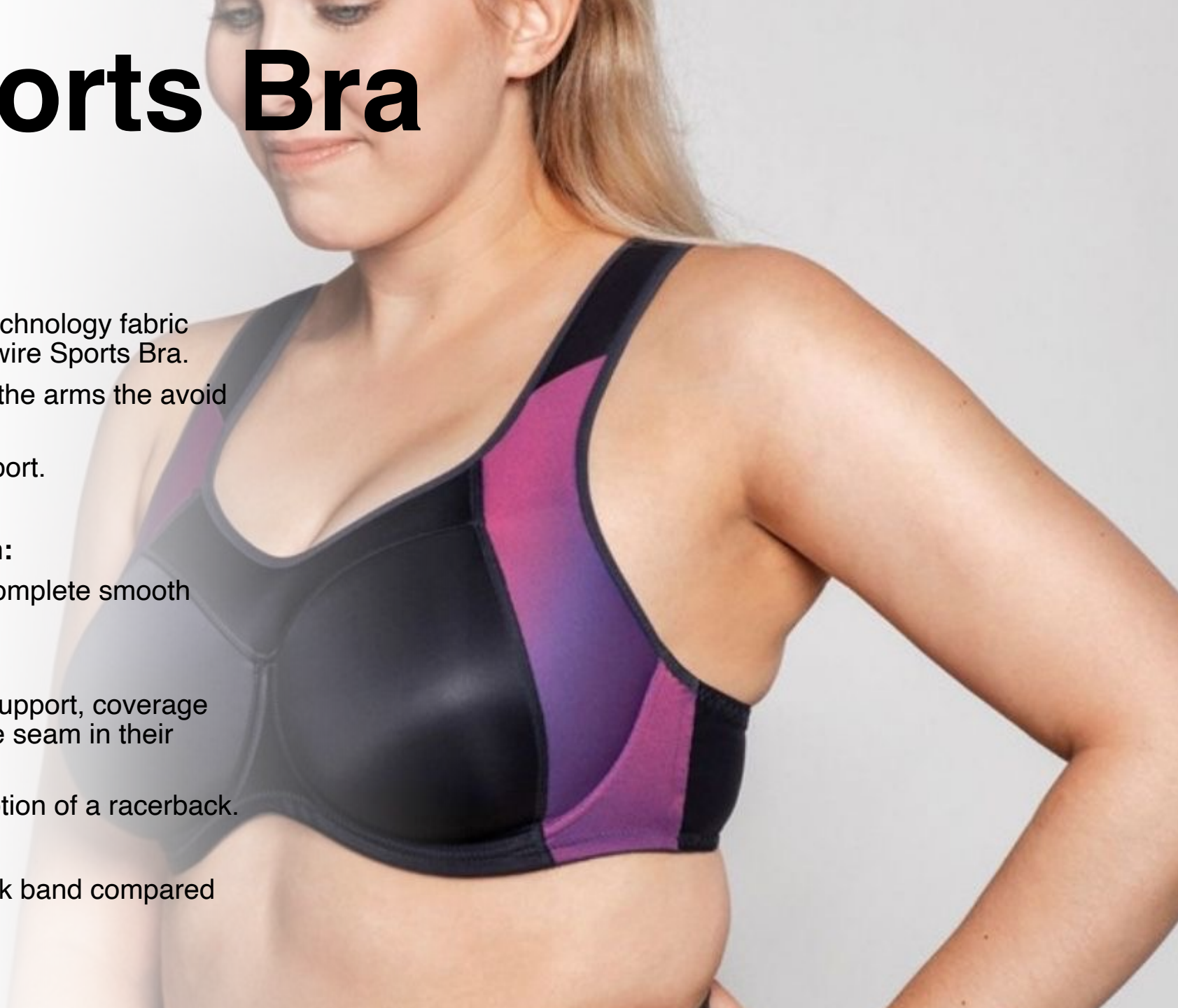
**Features:**

- The same moisture wicking, anti-odour technology fabric and ergonomic straps as the Kate Underwire Sports Bra.
- Specially designed short cut wires under the arms the avoid pressure.
- Features a J-Hook to provide further support.

**Customers and bust shapes it will work on:**

- Like the Ulla Kate U/W style, but with a complete smooth cup.
- Will suit customers of most bust shapes.
- Customers who are looking for comfort, support, coverage and naturally rounded shape and invisible seam in their sports bra.
- Ideal for customers who would like the option of a racerback.

**Fit tips:** Material is stretchier through the back band compared to the Kate. Runs small through the cup



# Carla Underwired Bra

**Sizes:** 10–30 D-G, 10-22 H-JJ

**Ongoing Colours:** Ecru and Skin

## **Features:**

- Has a U-shaped wire making the cup deeper and it sits flush to the sternum - unlike other Ulla styles.
- 3-part cup (vertical, flat seam) provides fantastic lift and a rounded shape.
- Central straps – Best Bra for sloping shoulders in the Whole of Brava
- Swiss embroidery from St Gallen, Switzerland
- Underwires sit lower under the arms than the majority of Ulla bras and lower than most other brands.

## **Customers and bust shapes it will work on:**

- Customers with narrow or sloping shoulders.
- Those who are short waisted or high busted.
- Fits very full busts with ease, as well as not gapping on customers with less volume



# Viola Underwired Bra

A woman with blonde hair is smiling and wearing a white underwired bra. The bra has a smooth, satin-like texture and a panel along the top edge of the cups. The background is plain white.

**Sizes:** 10-26 D-G 10-26 H-HH 10-18 J-JJ

**Ongoing Colours:** Black, Champagne

## Features:

- The H-JJ cup features a panel along the top edge of the cup for extra coverage. These sizes are at a slightly higher price point to account for the extra support, materials and reinforcement.
- Foam lined, cushioned comfort straps.
- Super soft to touch satin microfiber fabric
- Smooth outer layer creates a seamfree appearance, great for under t-shirts

## Customers and bust shapes it will work on:

- Customers with sensitive skin who want something very comfortable and soft on the skin
- This is particularly suitable for customers with a very heavy and/or soft bust.
- Customers who usually wear the Tango Balconette for its above GG cup size and shape but find it uncomfortable (firm wires, thin straps etc). This is a great alternative for the mature customer in H cup +
- Customers who love the shape of Madison but would like a smoother bra or are outside of the Madison size range

**Fit tips:** If your customer fits the H cup + but doesn't want the extra coverage of the panel, suggest Alice. Needs adjustment on the customer to smooth out the two panels of fabric in the cup.

# Alice Lace T-Shirt Bra

**Sizes:** 10-26 D-HH 10-18 J-JJ

**Ongoing colours:** Black, Nude, Flame Red

## Features:

- Seam-free outer layer of high-quality power lace made with Lycra beauty fabric, a technology which provides support and sculpting simultaneously – without any discomfort.
- 3-part cup structure found in the interior of the cup for added support
- Has a matching high waisted control brief with tummy support and double layered tulle edging for seamless comfort (like a girdle). Also a supportive hipster with the same invisible line.

## Customers and bust shapes it will work on:

- A great option for customers who like a minimiser shape, full coverage and support with a rounded shape.
- Customers who would like a smooth cup for under t-shirts

**Fit tips:** Compared to Viola, you may need to size up in the cup to allow for the extra coverage and depth that Viola provides. Lace is extremely comfortable and soft, can be worn instead of a wirefree.

Nude is noticeably stretchier in the back band than the black, be mindful that your customer may need to size down in back for the nude.



# Carmen Underwire Bra



**Sizes:** 12-30 D-G, 12-22 H-JJ

**Ongoing Colours:** Black, Ecru, Cappuccino (Nude), Baccara (Red)

## Features:

- H-JJ cup features panel along the top edge of the cup for extra coverage to fully encase and support the breasts. These sizes are at a slightly higher price point to account for the extra support, materials and reinforcement.
- Strong 3-part cup with impressive side support to narrow the profile and flatter the waist.
- Ultimate in support with elegant embroidery made from non-elastic tulle and embossed simplex fabric.

## Customers and bust shapes it will work on:

- Works particularly well for your more mature customer with a smaller frame (short waists) when there are very few in H cup +. Customers who love Prima Donna Deauville but find it is too full and don't have volume to fill the cup to a G.
- Customers who like the side support and full coverage of Deauville but either spill into the centre/over the top of the cup or need a full size.
- Customers who would like a full cup with side support but find most styles are too high under the arm. The wires to a G cup are crescent shapes and accommodate a wide set bust.

**Fit tips:** Carmen is Ulla's Most supportive Bra. Carmen in a D-G cup is a looser fit compared to the H+ cups. Interchangeable with the Kate, the carmen is just as supportive as the sports bra and perfect for customers who are looking for an everyday bra to do activities in.

# Sizing Conversions

## Cup Conversions

AU	D	E	F	G	H	HH	J	JJ	K	KK
Ulla - EU	D	E	F	G	H	I	K	L	M	N

## Band Conversions

AU	8	10	12	14	16	18	20	22	24	26	28	30	32	34
Ulla	65	70	75	80	85	90	95	100	105	110	115	120	125	130