

# Van De Velde

## Fit Tips

Prima Donna and Marie Jo have very soft, bendy wires. A customer with close set breasts may find the wires will not sit flush against the sternum, this does not mean it is a bad fit, it is sometimes how the bras sit on the customers chest.

Make sure to look at where the wires are sitting, is it behind the breast? Look at how the top of the cup sits. Is it bulging over? Ask the customer scoop and swoops to bring their bust into the cup. If there is bulging or the side wires are sitting on breast tissue, go up a cup.

# Full Cup Bras

- Full-coverage bras provide extra support as it fully encases the bust and creates a smooth silhouette under clothing.
- The straps are set more central on the shoulder to prevent them from slipping off.



Prima Donna Madison



Prima Donna Deauville



Prima Donna Couture

# Deauville

- Around the world a Deauville is sold every two minutes.
- 3 part cup, available up to AU J cup.
- The H+ cups on the Plain style are made from a sturdier material called Simplex.
- Classic Deauville H-HH will be replaced with the Deauville Plain cup up to a J.
- The Deauville is more of a pointed shape compared to the Madison and Couture.
- Deep cups - Perfect for a full, top heavy bust.

Colours:    

Sizes: 8-22 D-GG, 10-18 H-HH  
Plain only: 10-20 H-J, 22H



Prima Donna Deauville  
Plain Cup (H-J cups only)

# Couture

- Available to a HH
- Rounded Shape, with central straps. Recommended for customers with sloping shoulders.
- Shallow cups - Perfect for customers who have lost fullness from the top of her bust.

Colours:  

Sizes: 8-22 D-GG, 12-18 H-HH

# Madison

## Full Cup

- The 3-section cup brings the bust in at the sides and provides great lift.
- The Checked microfibre is soft on the body and hides nipple show.
- The stretch lace across the top of the cup is perfect for women who fluctuate in breast size or have one side larger than the other.
- The Madison has a flat sewn centre seam which allows for a seam free look under most clothes

Colours:     

Sizes: 10-22 D-H

## Seamless Full Cup

- Previously known as the Divine seamless, it has recently been welcomed to the Madison family.
- This style is created with a heat mould (explained in the next slide).
- The lace is perfectly symmetrical on both sides to hide nipple show through.
- Perfect for customers who want a smooth cup and do not want to wear a hard moulded cup.
- Runs small in the cup and back compares to the full cup above.

Colours:  

Sizes: 8-22 D-G, 8-20 GG

# T-Shirt Bras

- T-shirt bras are designed to not be seen under clothes with no seams on the cup.
- Most T-shirt styles are moulded. The moulding process is created by shaping the fabric with heat treatment over a breast shape, this treatment allows the cup to retain its shape.



Prima Donna Madison  
Seamless



Prima Donna Figuras  
Padded Balcony



Marie Jo Avero  
Padded Balcony

# Strapless Bras

PrimaDonna's strapless style has sturdy lightly padded cups and elastic band and back panel providing immense support and comfort.

## Figuras

- The Figuras family consists of 3 styles, Padded Balcony, Heart Shape and Strapless.
- Lightly Moulded cups.
- Fully adjustable straps.
- Heart Shape – Full deep cups, great lift and perfect for a full bust.
- Balcony – Shallower cup, may cut in if the customer is top heavy.
- Strapless – Complete elastic back, no silicone, great option for customers who may have a silicon allergy. Low across the top of the bust therefore can run small in the cup

Colours:  

Heart Shape Sizes: 10-20 D, 8-20 E-F, 8-18 G

Padded Balcony Sizes: 10-20 D, 8-20 E-F, 8-18 G, 10-16GG

Strapless Sizes: 8-20 D-E, 8-18 F, 8-16 G



Prima Donna Figuras  
Strapless



Prima Donna Figuras  
Heart Shape

# Avero

- The Avero is one of the Marie Jo styles Brava carries consistently however the shapes in this family are the same across other Marie Jo families with the additions of other shapes. At Brava we see these other families from time to time in indent drops.
- Most Marie Jo styles have wide wires and shallow cups.
- Heart shape - Natural shape, Multiway style, Plunging neck line, Shallow cups. perfect for a customer who may have lost fullness from the top of the cup, this style sits flat on the chest.
- Round Shape - Plunging neckline, higher lift, allows for fullness across the top of the bust.
- Padded Balcony - Shallow cup, great for wide set breasts with little fullness across the top.
- May need to cup size up depending on the customers breast shape.

Colours: 

Limited size range

Heart Shape Sizes: 8-18 D, 8-16 E

Padded Balcony Sizes: 10-16 D-E, 10-14 F

Round Shape Sizes: 8-18 D, 8-16 E, 8-14F



Marie Jo Avero  
Heart Shape



Marie Jo Avero  
Round Shape