

Seven Common Mistakes to Avoid when Purchasing Lingerie!

How to save time, money and look and feel good!

By Helen Gray

Let's face it, how often have you got home from that shopping trip to only find that new special piece of lingerie you have bought is not right, it doesn't fit, or doesn't feel right or doesn't look as good as it did in the shop?

Maybe you have felt totally intimidated in that busy department store or speciality shop by the racks of bras and panties. You don't know what to choose and the last thing you want to do is try something on. Or you have been served by a young shop assistant who is barely out of school and would be unable to give you some help and practical fitting advice.

So often I hear these and many other stories that I decided to put this little article together to make it easier for you to shop in confidence.

Avoid the following mistakes and your shopping experience will be a delight and a whole lot of fun.

1. Not knowing what you want to use the apparel for – there are six key categories and styles of lingerie in the market today with many sub categories. The main being –

- Sport – so as to support but not hinder movement
- Natural – known for its simplicity and comfort
- Elegant – to give the sensual look
- Designer – to make you feel special with style and comfort
- Sexy – something provocative and special to excite your man!
- Special occasion – usually bridal

The lesson being here to clearly understand what and how you want to use the piece you are buying.

2. Not taking the time to get a proper fitting – how often I see ladies with those nasty red elastic marks, or bulges and bumps in wrong places because they are unsupported and have chosen to wear bras and underwear that is a size they like to be; rather than the size they actually are. It is so much better to be in the right sized garment and be comfortable in something that is fitting and supporting.

You need to invest the time in getting a personal fitting and consultation so that your needs are properly met and above all you look and feel special.

3. Selecting the wrong sized Bra or under garment – somewhere between 70-80% of women are wearing Bras that are the wrong size. This is an under stated health issue leading to ladies with back ache, poor posture, neck strain, headaches and other health problems. If you are getting regular headaches maybe it is just a case of getting the right bra fitted to your body shape.

Arranging a personal fitting with a properly trained consultant is an essential part of achieving balance and good on going health.

- 4. Trying to buy on price not comfort** – yes there are many cheap alternatives out there now where you can walk into the “K Marts and Targets” of the world and buy on price. I am not disputing some of the good deals available but they do not have the supporting service to ensure you buy a garment that fits your body properly or that give you the advice on what to wear, or how to wear it so that you look and feel special.
- 5. Failing to recognise the changing shape of your breast** – your body is constantly changing and as you get older your needs change. Whether as a young mum you require a special garment to the more mature lady who has long ago had children but still wants to look and feel special.

Spending time discussing you personal needs and seeking the help of a trained consultant can be very valuable.

- 6. Buying the wrong colour** – how often have you rushed into a shop and brought a new garment and then got it home to realise it doesn't go with something or you are limited in what you could use it with.

You normally cannot go far wrong with whites, off whites, blacks and red though care of course needs to be taken depending upon the colour of the blouse and image you want to portray. Brunettes tend to go well with purples and emerald greens, while blondes look great in pastels and redheads in greens, blues and earthy colours.

So take time to think ahead so you get the most appropriate colour for your needs and if unsure ask your sales consultant for help.

- 7. Not getting re measured every 6 months** – yes you may be surprised at that, but buying different bras and makes, it is important to be regularly measured and fitted for your garment. The same size does not fit all. The body changes subtly and regularly in response to your diet, exercise and hormones. To always look good, to be comfortable and to maintain a healthy posture I always recommend a regular measure and fit to my clients.

About the Author:

Helen Gray is a Lingerie Consultant based in the Breakfast Point area. She specialises in providing a personal and convenient lingerie fitting service that ensures her customers find lingerie that looks great, fits well and provides comfort and support. Her tailored hassle free service includes a free measure and fitting.

Special Offer

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