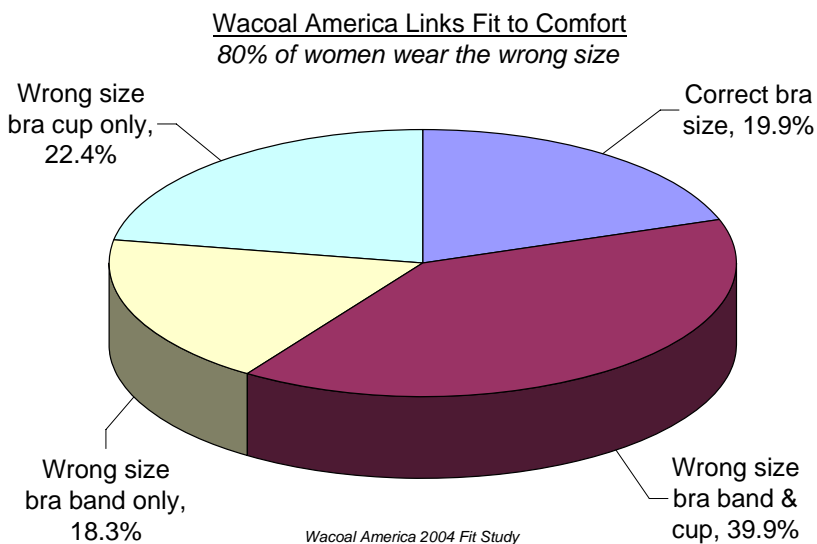


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New Study Proves That 80% of All Women Are in the Wrong Size Bra *Results Give Additional Insights on How Bad it Really Is*

New York – A new 2004 fit study conducted among 750 women by Wacoal America, the leader in fit and comfort, proves that eight out of ten women in the U.S. are wearing the wrong size bra. The new study also reveals that four out of every ten women are currently wearing a bra in which both the band size and cup size are incorrect – a new indication of just how bad it is out there.



To complete the study, Wacoal fit specialists conducted bra fittings among 750 women in department stores across the U.S. The Wacoal fit specialists recorded the proper band and cup size of each participant after being properly fitted, and compared the correct measurements to the bra size currently being worn by each participant.

Other key findings from the study by Wacoal include:

- Three out of every ten women are wearing a bra that has both a band that is too large and cups that are too small, making this the most common bra mistake made by women.
- More than half (56 percent) of all women are wearing a bra in which the cups are too small. Thirty percent of these women will wind up increasing by two or more cup sizes when properly fit, generally increasing from a C cup to a DD.
- Forty-four percent of all women are currently wearing a bra with a band that is too large, and one-quarter of these women will wind up decreasing band size by four or more inches when properly fit.

“There is a stigma about wearing larger cup sizes, so women are reluctant to wear what truly fits their body,” said Liz Smith, director of retail services for Wacoal America. “Women will continue to wear a bra in which the cups are too small, and compensate by wearing too large a band. The result is a bra that is not only uncomfortable, but one that does not flatter the body at all.”

Smith and her team of trained fit specialists have conducted more than 1.3 million free bra fittings for Wacoal in the past 20 years, making the company a leading expert in fit and comfort.

Smith says that telltale signs of an ill-fitting bra include straps that fall off the shoulders, a back that rides up or underwires that poke the skin. Smith recommends that women get fitted once per year, or whenever they gain or lose five or more pounds, start or stop an exercise program, become pregnant, and after giving birth.

"Many women are hesitant to go for a bra fitting, thinking that it will be as traumatic an experience as trying on bathing suits" said Smith. "A professional bra fitting done by a trained fitter is a fun and informative experience. Wearing a bra that properly fits the body can absolutely change the way you look and feel. It's not unrealistic to say that it can be a life-changing event."

Not all bras are created equal:

In addition to a professional bra fitting, women should choose high quality bras that are made to strict fit specifications. All bras bearing the Wacoal name are manufactured to the industry's highest standards, and provide a level of fit, quality and comfort that cannot be achieved from mass-production techniques or ordinary fabrics.

Wacoal typically takes nine months to develop a new bra style to ensure proper fit from design through production. To achieve consistent fit from garment to garment, Wacoal bras are designed and manufactured using the metric system, which is more exact and precise. The company's commitment to comfort is demonstrated in their selection of fabrics and lace, which are among the highest quality in the world.

"Being the fit expert does not end with the ability to properly measure women to determine their correct size," said Smith. "Being the fit expert means having the product to back it up. We want women to know that their purchase of a Wacoal bra is a long-lasting investment in exceptional fit and comfort."

Women can receive a free bra fitting from a Wacoal-trained fit specialist at participating retailers. Women can use the store locator found on www.wacoal-america.com to find the retail location nearest to them.

About Wacoal:

Internationally known for the best-fitting, highest-quality bras in the world, Wacoal America, Inc. spends months developing every bra and panty to produce the most comfortably fitting garment in every size it is offered, which can range from 30AA to 44G. Using exquisite laces, embroideries, the finest fabrications and designs that range from architecturally simple to elegant, Wacoal offers women the right style to enhance every look and comfortably fit any lifestyle. Wacoal is also the exclusive licensee for Donna Karan Intimates and DKNY Underwear & Intimates.