

Script	Visual
Bra sizing. Confusing, inconsistent, frustrating. Downright doesn't make sense.	Measuring tapes and bras appear with question marks surrounding them
In this video, we will explain how bra sizing works, why it's all over the place, and guide you through choosing your bra size.	1) How bra sizing works 2) Why it's all over the place 3) Guide you through choosing your bra size
Disclaimer: Understance is a bra company. We will plug our own bra calculator and sizing services at the end of this video. But we did create this video with the goal of helping you with bra sizing.	Laptop typing the text from the VO
PART 1 THE BASICS	Text which follows the VO
Most sizes are one dimensional. Small, medium, large. 7, 7 and a half, 8. 20 litre, 30 litre, 40 litre.	T-shirts: small medium large Shoes: 7, 7.5, 8 Jugs filled with water: 20l, 30l, 40l
Bras, unlike most things, have <i>two-dimensional</i> sizes. A bra size has a number, and a letter.	2D becomes a bra size such as 36C

The number part of bra size correlates with how long the bra band is.	Line comes out from the number 'how long the bra band is'
The smaller the number, the smaller the band. The bigger the number, the bigger the band.	The number goes down (in increments of two) and a line representing the band gets smaller. Then it gets bigger (going up in increments of two)
This number goes up in increments of two in North America.	The number going up in increments of two is highlighted.
The letter part of the bra size correlates with the volume of the cups.	The 36C graphic from before reappears, highlighting the letter component.
The smaller the letter, the less volume. The bigger the letter, the more volume.	A sphere appears to represent the volume, which scales up A B C D DD DDD etc
PART 2 HOW TO CHOOSE A BAND SIZE 2.1 What does the bra band do?	Text which follows the voiceover
So, what is the role of the bra band?	Image of a person wearing a well-fitted bra appears
In a well-fitting bra, the majority of lift and support come from the band. The band is the foundation of the bra.	The band is highlighted on the body and arrows appear showing the lift.
The straps are mostly there to keep things in place. The cups give you a bit of	Arrows point to the straps 'keep things in place' and to the cups 'compression'

compression, but they are not supposed to do too much.	
Think of wearing a bra like wearing a backpack in front. If the backpack is heavy, you don't want its weight to just rest on your shoulders.	<i>(Should we film this backpack section or illustrate it? Maybe the first part with the 'short straps' illustrated but the rest filmed?)</i> A backpack on a person (at the front) appears. The backpack has small straps at the top rather than large supporting straps (ie the straps just go over the shoulder and under the armpit). It sags at the bottom to indicate heaviness.
This can cause shoulder pain, upper back pain, neck pain, even tension headaches.	Red marks appear indicating pain around the shoulders, back, neck and forehead.
Having a support strap across your back can help redistribute the weight to stronger parts of your body, making the backpack feel much lighter.	The backpack changes to having normal, supportive straps instead. It no longer sags at the bottom. There are no pain indicators.
The bra band is the equivalent of the support strap here. Choosing your bra band size is like asking how much should you tighten the backpack support strap.	The same person wearing a bra appears next to the person wearing the backpack. The bra band and support straps are highlighted.

It will depend on how heavy the backpack is. The heavier the backpack, the tighter the strap needs to be to counteract the weight and lift it up.	The person wearing the bra disappears and now the focus is on the backpack. The straps are loose and the backpack appears heavier. Pain marks appear. The straps tighten and the backpack lifts up. The pain marks fade.
The lighter the backpack, the looser you can tie the strap without making your shoulders work overtime.	The backpack is now lighter. The straps are loosened, and no pain marks appear.
Bras work the same way. The heavier your breasts, the more lift you prefer, the more supportive the band needs to be.	Side view of a torso with heavier breasts appears. A well-fitting bra appears which lifts them up. The bra band is tight, wide and somewhat rigid.
A supportive band means the band needs to be tight, wide, and somewhat rigid.	The bra band is highlighted. Arrows indicate the tightness/wideness of the band.
Tight , because a band that's loosely hovering around you cannot provide support.	The same torso wearing a loose bra band appears next to the previous image to compare the difference between a tight and loose band.
Wide , because the more surface area there is, the more you can reduce pressure points.	The image of a loose bra band becomes a thin bra band showcasing how a thin bra band doesn't support heavier breasts.

Somewhat rigid , because if the band stretches too much, it can't lift or stabilize well.	The image of the thin bra band becomes a stretchy bra band to showcase how stretchy bra bands don't lift heavier breasts well.
It needs to stretch enough to let you breathe and move comfortably, but not so much that the bra won't stay put.	Arrows point to the original torso to show how it's comfortable, then arrows point to the poor lift on the second torso with a stretchy band.
On the other hand, the lighter your breasts, the less lift you need, the less supportive the band <i>can</i> be. This means the band can be loose, thin, and stretchy.	A torso with lighter breasts has a slightly thinner, looser band. The breasts are still well-supported and lifted.
2.2 Choosing a band size	Text which follows the VO
So how do you define "tight" and "loose" for bra bands?	Text 'tight' 'loose' appears with a question mark between them
A tight bra band means you use the "plus 0" method. This means you add 0 inches to your underbust measurement, rounding up when between band sizes. For example, if you measure 36 inches for underbust, then you wear a 36 band.	'Plus 0 method' appears at the top of the screen. A (36 inch UB) torso appears with a line measuring the underbust. '36 inches' appears from the line, = 36 band size

Most fuller bust specialty retailers use this method.	
A loose bra band means you use the “plus 2” method. This means you add 2 inches to your underbust measurement, rounding up when between band sizes. For example, if you measure 36 inches for underbust, then you wear a 38 band.	‘Plus 2 Method’ appears at the top of the screen. The torso remains with a line measuring the underbust. ‘36 inches + 2’ appears from the line, = 38 band size
Most big box stores with a smaller size range use a sizing method closer to this, though some go as far as adding 4 inches as a starting point.	‘The Office’ graphic appears, with UB+2 underneath it. Changes to UB+4
Which sizing method is right for you? Plus 0 or plus 2?	‘Plus 0’ ‘Plus 2’ text on screen with a question mark between them
In our experience, 5 and 7 are two dividing lines.	A physical dotted line splits the screen in two. ‘Five or less’ ‘Seven or more’ appear as titles on the top of each side of the screen.

People whose underbust and bust differ by 5 inches or less tend to prefer a loose band.	<i>(how do we illustrate a looser/tighter band in an obvious visual way?)</i> A bust with a 36 bust measurement and 32 UB measurement appears. Has a looser band but still fits well.
People whose underbust and bust differ by 7 inches or more tend to prefer a tight band.	A bust with a 40 bust measurement and 32 UB measurement appears. Has a tighter band but still fits well.
Between 5 and 7 inches, people's preferences are more divided.	A straight (soft) measuring tape appears (measures 0-50in. high resolution vector image if possible so it can be zoomed in) and 5 and 7 inches are highlighted.
Usually, more athletic, muscular body types prefer a looser band. Less muscular, softer body types tend to prefer a tighter band.	An athletic body and a softer, rounded body appears. Text 'looser band' and 'tighter band' appear underneath them.
Most people's band size is somewhere between adding 0 to 2 inches to their underbust measurement	A measuring tape appears. '42in' is highlighting as UB measurement. A bracket highlights 42-44in.
But can you add more than 2 inches, or <i>subtract</i> inches from your underbust	The bracket expands to a wider range 38-46in

measurement? It does happen. Here are some cases:	
If you have a condition that makes tight bands unbearable, such as a tendency for fluid build up in the lungs, being pregnant and having your uterus exert pressure on your stomach, or skin sensitivities, you might prefer a very loose band that's barely touching your ribcage.	Three silhouettes appear: A one-colour upper body torso with a lung diagram filled with fluid. A pregnant woman. Someone with red marks around their chest area.
If your underbust and bust measurements differ by 10 inches or more, or you have a very soft body type where a “tight” underbust measurement and “loose” underbust measurement differ by more than 5 inches,	The measuring tape reappears with ‘30’ and ‘42’ UB/B measurements respectively highlighted. Next to this, a softer body type appears with a tight measuring tape around the UB showing ‘36’ and a second version with a loose measuring tape around the UB shows ‘42’
you may need a very firm bra to provide shoulder and back relief. In this case, try subtracting 2 inches from your underband.	Measuring tape appears with ‘42’ as UB measurement, ‘40’ is bra band number.
2.3 Measuring technique	Text which follows the voiceover

You can measure your underbust three ways: loose, where there is no tension in the measuring tape;	<i>(this section can maybe be filmed?)</i> Torso with loosely wrapped measuring tape around the underbust
where you are pulling on the measuring tape and it's digging into your skin a little;	Torso with slightly tighter wrapped measuring tape
and tight, or what some call "break the tape."	Torso with measuring tape wrapped very tightly around the underbust
We recommend that you measure your underbust however you want your bra to fit.	A torso wearing a bra fitting relaxed, tight and very tight appear underneath their respective measuring tape image.
Imagine the measuring tape is your bra band, and imitate the fit you would like	The graphics remain on screen
When in doubt, use "snug" as a starting point.	The relaxed fit is highlighted.
Part 3 HOW TO CHOOSE A CUP SIZE 3.1 The basic idea	Text which follows the voiceover
Cup size is calculated by comparing your bust measurement to your band size.	A torso reappears highlighting the difference between the underbust and bust measurement.
A difference of 1 inch equals A cup, 2 inches equals B cup, 3 inches equals C	'Bust – Underbust =' A table shows A=1 inch B=2 inch and so on.

cup... 7 inches equals G cup, 10 inches equals J cup, 15 inches equals O cup. Virtually all bra retailers agree on this as a starting point.	
3.2 Measuring technique	Text which follows voiceover
Where the bra industry cannot agree on is the measuring technique .	'Measuring technique' appears with question marks around it.
Some companies suggest measuring breasts with a bra on , some insist on measuring naked breasts . Some ask for the nipple-level measurement , some ask for measurement of the fullest part of your bust . Some ask for only one measurement , some ask for up to three – one standing, one leaning, and one lying down .	A graphic representing each statement appears.
Understance is on the side of measuring naked breasts.	Naked breast graphic remains on screen.

When you are measuring breasts in a bra, you are really measuring the bra, not your breasts.	The side view of a torso flashes between the difference of measuring a naked breast and measuring a supported breast.
Push-up bras and compressive sports bras can greatly change your bust measurement.	The naked breast is now placed next to the same torso wearing a sports bra.
Even a tank top can skew the measurements somewhat.	A final graphic with the same torso wearing a tank top show how the breasts are compressed even a little.
We also suggest taking two bust measurements: one when standing, and one when leaning.	The graphics from our size calculator appear.
For both measurements, we ask that you measure at the fullest part of your breasts, wherever that is.	The graphics remain on screen.
If your breasts are more affected by gravity, measure lower down where the volume is, even if this is not typically “bra-level.”	A new graphic shows a torso upright with very bottom full breasts and a measuring line at the fullest part of the breasts.
This allows us to know how your breasts behave when you are upright, but also	The graphics remain on screen.

how much “hidden” volume your breasts might have, if your breasts are not self-supporting.	
We then use the average of the two, rounding down when you are between numbers, as your bust measurement.	Underbust+Bust*/2 text appears. *odd numbers are rounded down
3.3 Things that throw off size calculation	Text which follows voiceover
Breasts are irregular 3-D objects. In a world where we could take our breasts off, we could float them in water to get their exact volume.	Side view of a pair of breasts (only one graphic required) float in a bucket of water.
But in this world, the best we can do is make an educated estimate based on how much breasts “protrude” from the chest.	The breasts come out of the water and a line appears to measure them and indicate how much they ‘protrude’
Imagine the three following people: Person A has a lot of breast tissue in the center. Person B has an average amount	Three people appear (with naked breasts and the same measurements) according to how the voiceover describes them. Text displays ‘center full’ ‘average’ ‘side set’

of space between their breasts. Person C has a lot of space between their breasts. They all have the same measurements.	
Their breasts clearly don't have the same amount of breast tissue. Person A has the most volume, Person C has the least volume, while Person B is somewhere in between.	An arrow appears from the start of the illustrations to the end to indicate 'most volume..... least volume' as a scale
However, most size calculators do not have a way to distinguish between the three, and would recommend the same cup size to them all.	The three figures are grouped together and 'H cup' appears next to each of them.
In reality, if Person B wears an H cup, Person A would wear an I cup, while Person C would wear a G cup.	'H cup' adjusts for each person accordingly.
"Measurement twins" can happen in some other ways. Two people can have the same measurements but different breast firmness.	Naked side view of two people with the same measurements different breast firmness. One firmer, one more relaxed

The “firm” breasts might need a bigger cup size than what the calculator indicates due to the breast tissue not being easy to “compress.”	‘+ cup size’ text underneath the firmer breasts
The “relaxed” breasts might need a smaller cup size than what the calculator says, because the breast tissue tends to “sink” to the bottom of the cups, leaving the top empty.	‘- cup size’ text underneath the relaxed breasts
If your mammogram indicates that you have firm breast tissue, or you have breast implants, consider adding a cup size to your usual size calculator result.	The breast images disappear. X-ray graphic of dense breast appears next to a breast implant diagram above the ‘+ cup size’ text
If you have very relaxed breasts with soft breast tissue, which is more common among seniors, consider subtracting a cup size.	Some saggier, more relaxed breasts appear (elderly) above ‘- cup size’ text (Reuse saggy graphic from above)

Two people can have the same measurements but different breast heights.	Two more torsos appear. One has 'tall' breasts, the other has 'short' breasts.
The "tall" breasts might need a bigger cup size than what the calculator indicates, in order to get the coverage they need.	'+ cup size' appears underneath the 'tall' breasts. The length of the breasts are highlighted.
The "short" breasts might need a small cup size than what the calculator says, in order to prevent gapping.	'- cup size' appears underneath the 'short' breasts. The length of the breasts are highlighted.
Two people can have the same measurements. But one person could have symmetrical breasts, while the other has asymmetrical breasts.	Two more torsos appear. One with symmetrical breasts, the other with asymmetrical breasts.
The person with symmetry would get the correct size from the calculator, while the person with asymmetry may get a size that is an average of their two sides.	A tick appears below the symmetrical breasts, and a question mark appears underneath the asymmetrical breasts.

In this case, we recommend adding a cup size to what the calculator says, and using inserts for the smaller side.	'+ cup size' appears underneath the asymmetrical breast torso which now has a bra on. A zoom in cut-out of the smaller side shows that there's an insert in it.
3.4 International bra size guide	Text which follows the voiceover
If you wear a size outside of what's typically available at North American shopping malls, chances are, you've come across UK or continental European sizing.	'DDD+' appears.
In North America, the letters go A, B, C, D, doubling then tripling at D, then back to G, H, I, J, K, and down the English alphabet.	A chart appears 'North America' 'UK' 'Europe' and the sizes are listed and compared.
In the U.K., the letters go A, B, C, D, doubling at D, E, skipping a double E, F, double F, G, double G, H, double H, skipping the letter I, J, double J, K, double K, then doubling each letter down the alphabet.	The letters are listed as they are read out.

In France and most of Western Europe, the letters typically go straight down the English alphabet, without doubling any letters.	The letters are listed.
Many Polish brands use U.K. letter sizing, but the cup increments are typically a bit smaller. UK brands scale up the cups at 1 inch increments, which is roughly 2.54 centimetres. Polish brands typically scale up the cups at 2 centimetre increments, which is about 0.78 inches.	The other columns disappear except UK. Poland appears next to it with the same lists. The size numbers are listed next to them.
As a result, Polish bras tend to run smaller in the cups compared to U.K. bras with the same tag size, especially in cup sizes beyond F.	All the sizes/numbers beyond 'F' are highlighted.
When you are shopping for bras, don't forget to do size conversion. PS: We use US sizing.	The size conversion table reappears.
Part 4 HOW TO MEASURE YOUR SIZE 4.1 The Understance size calculator	Text which follows the voiceover.

We created a bra size calculator that helps you figure out your bra size. Grab a soft measuring tape, and head over to the size calculator page.	Screen recording of the size calculator page.
Step 1, put in your underbust measurement. Wrap the measuring tape around your back, below your breasts, where the bra band sits. Pull the tape as tight as you want your bra to fit. It should feel snug.	Graphic of a torso with soft measuring tape around the underbust.
Step 2, put in your upright bust measurement. While standing or sitting up, wrap the measuring tape around the fullest part of your bust, wherever that is. This can be chest level or stomach level. Don't pull the tape too tight here, let it rest naturally.	Same torso which shows the soft measuring tape wrapped around the fullest part of the bust.

Step 3, put in your leaning bust measurement. Leaning forward as close to 90 degrees as you can, let your breasts hang fully. Wrap the measuring tape around the fullest part of your bust. Don't pull the tape too tight.	Same torso now leaning at 90 degree angle. The measuring tape is wrapped around the fullest part of the breast.
Step 4, determine your breast width. Lift up your breasts with your hands. If they are touching each other in the middle, or almost touching, choose "very center-full." If you can put your palm vertically between your breasts, with your fingers pointing down, and your hand is not touching your breasts, choose "very side-set." Otherwise, choose "average." Our algorithm adds a cup size for "very center-full," subtracts a cup size for "very side-set," and doesn't change the cup size for "average."	Image of torso (front-view only) lifting their breasts. They touch in the middle. Two additional torsos, one with very side-set breasts and one with average breasts appear next to that. The images are subtitled with '+ cup size / very center-full' '- cup size / very side set' 'no change / average'.

Step 5, determine your priority when wearing a bra. If lift is your number 1, choose “firm fit.” Firm fit maximizes support and stability. If you struggle with back, shoulder, and neck pain from improper fitting bras, you’ll want to give firm fit a try. If you don’t care for a lot of lift, and mostly want to wear a bra for modesty reasons, start with “relaxed fit.”	The same torso is shown wearing a firm fitting bra vs a relaxed fitting bra to showcase the difference. Underneath the firm fitting bra the reasons for wearing one are listed ‘for: those who struggle with back, shoulder and neck pain from ill-fitting bras’ (use previous graphics of firm fitting bra and relaxed fitting bra. Row 26/28 on spreadsheet)
The result will be in US sizing. If you are shopping with other brands, don’t forget to do size conversion.	The size conversion chart reappears.
Still unsure? Book a virtual fitting with one of our fit experts. The only thing we need are your measurements. The meeting is not recorded, and you can choose to show our fit expert your bra fit, but only if you want to.	Screen recording of the virtual fitting booking process. A soft measuring tape graphic, a camera with an ‘X’ through it and a torso wearing a bra appear. The torso wearing the bra turns all black for ‘only if you want to’.
4.2 I’m skeptical	Text which follows the voiceover.

Did you get a result that's quite different from the size you usually wear?	
Take a look at this before and after. The model wears a 32DDD in the "before," and 34K in the "after." The two fits are 6 absolute cup sizes apart.	The video of Tatiana wearing a 32DDD vs a 34K are displayed side by side.
In the 32DDD, the model has overspill on top and on the sides, the underwire is sitting on her breast tissue, the straps don't stay put, and her breasts escape out the bottom when she lifts her arms. In the 34K, the bra fully encapsulates her breasts, the underwire goes <i>around</i> her breast tissue, the straps are well positioned, and the band stays parallel to the floor.	Additional footage of Tatiana wearing the 32DDD appears with supplemental animations pointing out the flaws. It switches to footage of the 34K and how it fits much better with more supplemental animations to showcase the good fit.
Many brick and mortar stores carry a somewhat limited size range. It's not uncommon for DD or DDD to be the biggest cup size on offer, and 38 or 40	Title 'Typical Brick and Mortar Size Range' and a size chart is listed below.

being the biggest band size available. For this reason, DD and DDD are common mis-sizes.	
If you are not fully happy with the fit of your bra, find yourself adjust your bra throughout the day, or just can't wait to take off your bra when you get home, give your new size a try.	A person wearing a poorly fitted bra appears. For the final sentence, the person appears next to the poorly fitted bra image with a well-fitting bra.
Part 5 A FINAL WORD	Text which follows the voiceover.
Our bra size calculator nails it about 60% of the time. Another 30 something percent of the time, we can get it within one band, or one cup of your target size.	A pie chart depicts the information listed in the voiceover. The sections are labelled 'correct size', 'within one cup and/or band size', 'other'
In other words, it's a good approximation, but you may need one round of trial and error. For this reason, returns are on us.	The pie chart remains on screen. A box appears with an arrow circling around it for the free returns.
We hope this video shed some light on how bra sizing works, and gave you some helpful information so that you can make the best choice for yourself.	Understance logo appears.