

# Fit Tips from the Top



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1. I almost always size up 1 for older gals (I loosely think about people my mom's age or above...maybe in their late 60s?).
2. I don't generally put larger chested girls in the Athena (b/c the cups don't stretch as much) without sizing up.
3. I very rarely (maybe never) recommend the Original Cami for a pear shape.

**Katie Roose**  
**Executive Vice President**



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1. I like to recommend our **ESSENTIAL Collection** for first time cami buyers... these are tried and true styles that everyone LOVES! PLUS...we know that MOST first time buyers get the basics... pale, black or white. So let's give them exactly what they need to replace their bra and fall in love!

2. I am not afraid to ask questions... if they send in information with a bra band of 32" and cup measurement of 37" and tell you they wear a 38C... well that just doesn't make sense! So instead of guessing based on measurements or guessing based on bra... **ASK questions.** This not only builds a great relationship with you and your potential customer but it also shows that you really care to get it right!

**My reply back is:** Hi Debbie! It's Jennifer from Jean's cami party. Got your sizing form. Question ... you have your band measurement as 32" and wearing a 38C bra. That's a 6" difference... meaning your bra is 6" too big. Does it seem big? Have you recently lost weight? Do you not like anything tight? Or do you think the measurement is off? I want to get you the right size.

**Jennifer Leavitt Potrawski**  
**Executive Vice President**



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**3. Keep it simple.** Try to not overwhelm them. Send 1-3 camis and 1-3 demiettes as recommendations to start. Send back a typed reply with what size and style names you think would be great picks for her. Remind her about petals/posies for coverage and give any other product info they have requested. And of course Website & party info. AND ... I do add if they like any other products to please reach out for size information.

**Jennifer Leavitt Potrawski**  
**Executive Vice President**



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1. Try as many **Essential** styles yourself so that you can see the similarities and differences on your own body. What might not work for you or be a “favorite” could be a bestseller for your customers. Don't get locked into what you hear from the rest of us.

2. If you haven't heard back from someone after you send your recommendations, don't assume they aren't interested... Life gets hectic and while Camis may be top of mind for us, that isn't always the case for others... they just have a lot of other things going on. A quick reminder message or text will likely jog their memory.

**I will often just say** “Hi, I'm bumping this back up to the top of my messages so I don't lose you! Hope you are well!” or “Hi! I meant to check and make sure you have a tape measure...I've got other ways to measure if you don't!”

**Lisa Liddy**  
**Ruby Ribbon Stylist**



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3. If someone is on the “bubble” of sizes and you really don't feel 100% sure of your recommendation, be upfront about that and say “you know, you could probably wear XX or XX depending on what you think when you step in. I'd suggest getting both sizes in xxx style and let's do a fit-check when you receive them. You can exchange the one that isn't your best fit for another and you'll still be able to start the #camilife with the other! You might decide you like both sizes: one for a “snug” fit and one for a more “relaxed” fit.” **Always suggest 2 or 3 options based on the fit form.**

**Lisa Liddy**  
**Ruby Ribbon Stylist**



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The #1 tip I can give is follow up (fit checks)!!

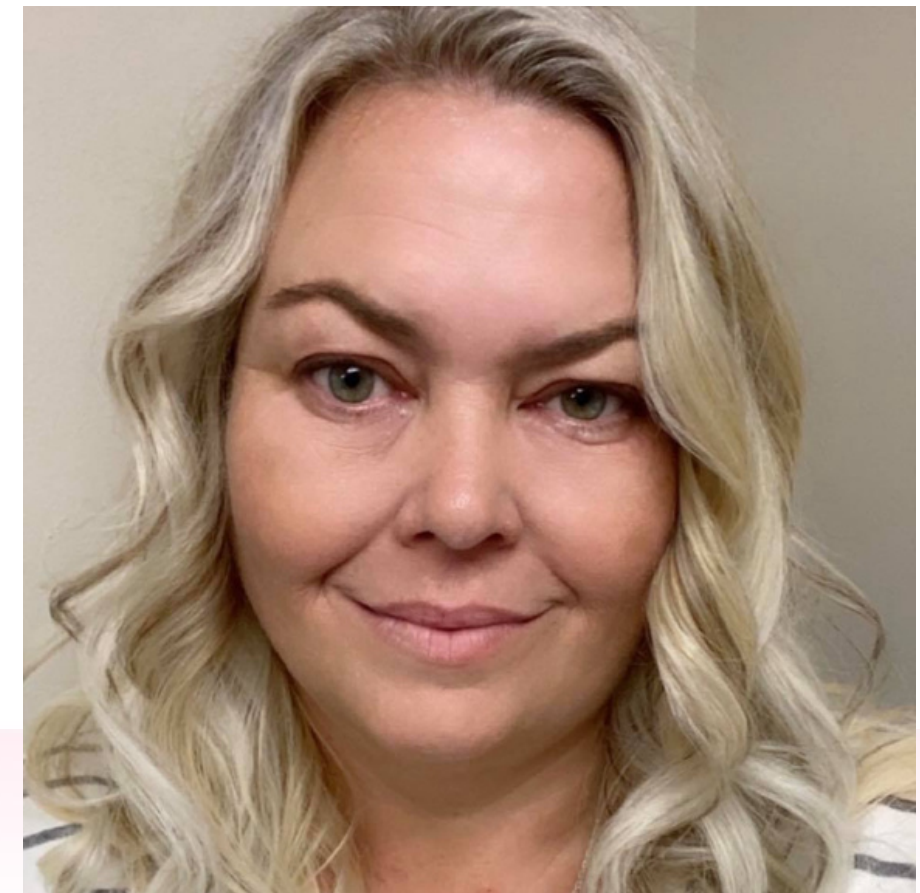
Everyone's body is different and you could turn a return into an exchange if you just **communicate!**

Always make sure to get a height, torso and body shape!! It makes all the difference when recommending a style of cami!!

We are here to help women get into the perfect cami/demi. Don't be afraid to be honest with them about recommendations.

If the cami doesn't work for them because of the hip allowance, recommend a demi and shaping brief!

**Hattie Massey**  
**Ruby Ribbon Stylist**



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1) I always ask for a full length photo to get a feel for body type, torso length, etc. This is especially helpful when their measurements don't agree with the size bra she is wearing.

2) Torso Length is more important than height. You can have short legs and a long torso/or Vice versa. Original is shortest cami and best for short torsos, and Lace is great for long torsos (and really, almost everybody!) Ultimate is even longer, and it's greater for heavy, dense breasts. (Super LIFTY!)

**Sherrie Vaughn Forrest**  
**Ruby Ribbon Stylist**



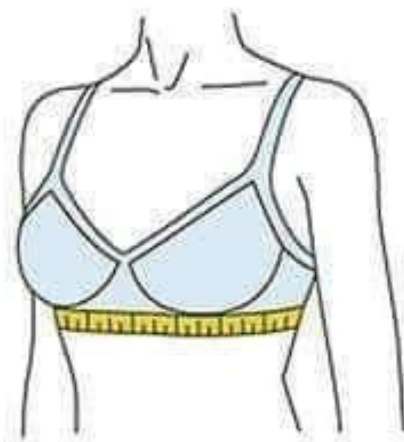


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3) I use the band and bust measurements to determine size. If the difference points to DD or more (greater than 5), I size up one from the band.

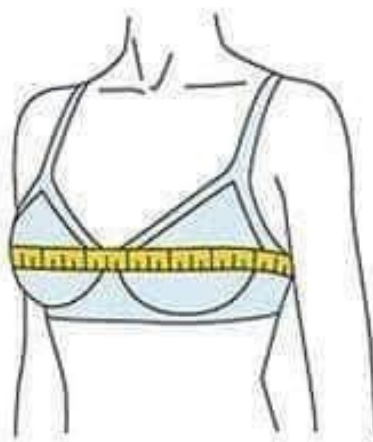
Sherrie also shared the following graphics which she uses white sizing virtually:

## 1 BAND SIZE



Wrap the tape measure around your chest, just beneath the breasts. **This is your band size.** (example: 38")

## 2 BUST SIZE



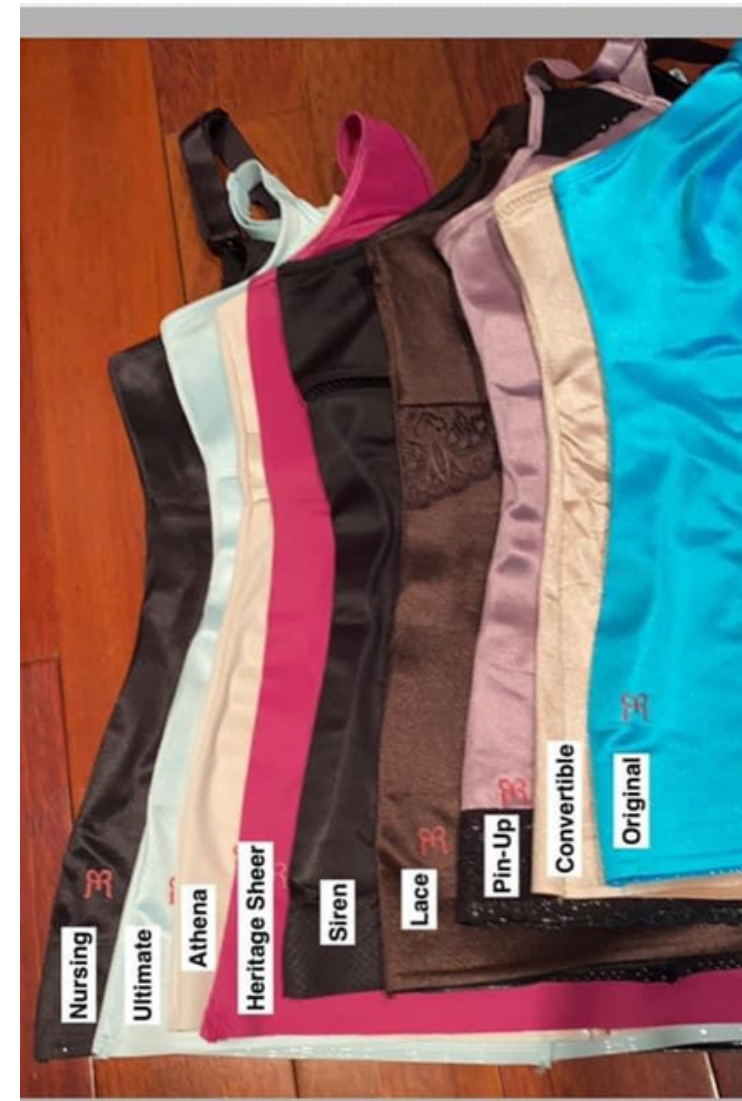
Wrap the tape measure around the fullest part of your breasts. **This is your bust size.** (example: 41")

## 3 CUP SIZE

Subtract the band size from the bust size. Match your final number to the corresponding cup sizes below.

(example: 41" - 38" = 3" = C cup)

difference	cup size
2 inches	B
3 inches	C
4 inches	D
5 inches	DD
6 inches	DDD
7 inches	F
8 inches	G
9 inches	H



**Sherrie Vaughn Forrest**  
**Ruby Ribbon Stylist**



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1. Set expectations about how the product will feel significantly different straight out of the plastic bag compared to after 3-10 days of wearing & washing
2. Educate your client on vital self adjustments to take full advantage of our products super powers.
3. Let her know you've got her back & want to hear from her immediately to help her step into success with her purchase BONUS: If in doubt, pull it up higher in the back (it actually creates more room in the cups).

**Jamie Bazar**  
**Vice President**

