

THE GOOD FIT GUIDE



DARA  
FORD.

5 steps towards owning great fitting clothes

# THE GOOD FIT GUIDE

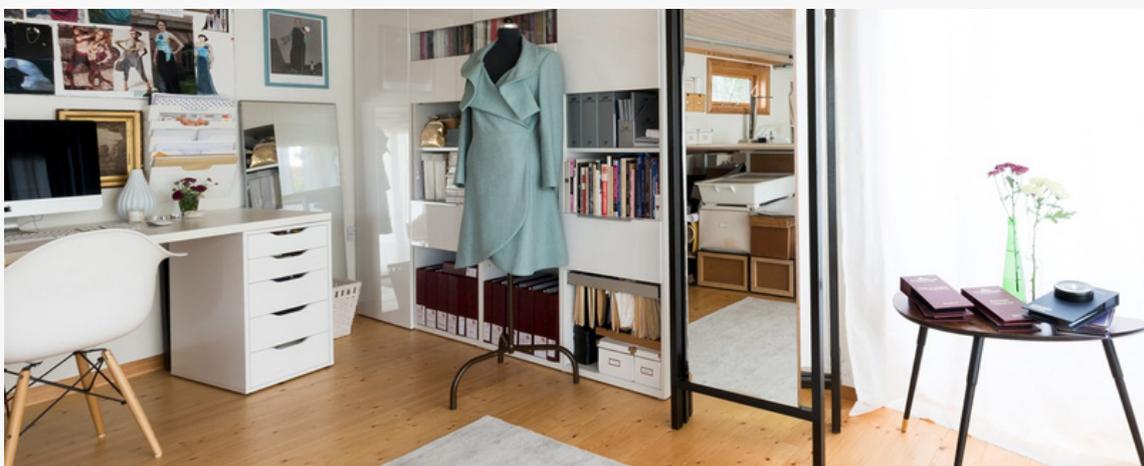
## 1. GET THE RIGHT UNDERWEAR

A well-fitting bra can dramatically alter the shape of your bust, improving the overall fit of a garment.

Before you go out shopping for new clothes or attend a fitting for your bespoke commission you should consider the type of bra you regularly wear and have a good look to see if it's still serving you.

According to research, 80% of women are wearing the wrong bra size. Take a good look at your bras and decide whether you might be amongst them.

If you need some help I would suggest booking a fitting appointment with a reputable retailer. I know you are probably desperate to go out and find some great fitting clothes, but if you don't take care of the fundamentals first then you won't have much joy with the rest.



# THE GOOD FIT GUIDE

## 2. IGNORE SIZE LABELS

If you only take away one thing from this guide please let it be this:

The size printed on a garment label is completely arbitrary. It tells you absolutely nothing about your size!

There is no centralised system that says a size 12 must have x, y and z measurements. On the contrary, each retailer decides for themselves what their 'standard' sizing is. This explains why you can be a size 10 in one shop and a size 16 in another.

When I was a student of fashion design I worked part-time at a well known high-street clothing brand. I served so many women who would refuse point blank to try on anything that was larger than what they perceived to be their size. As a result, I saw many women squeeze themselves into clothes that were too tight and therefore not flattering.

Choosing what fits you rather than the size you think you should be will make a huge difference to your look. If it makes you feel better you can always cut the size label out afterwards.

# THE GOOD FIT GUIDE

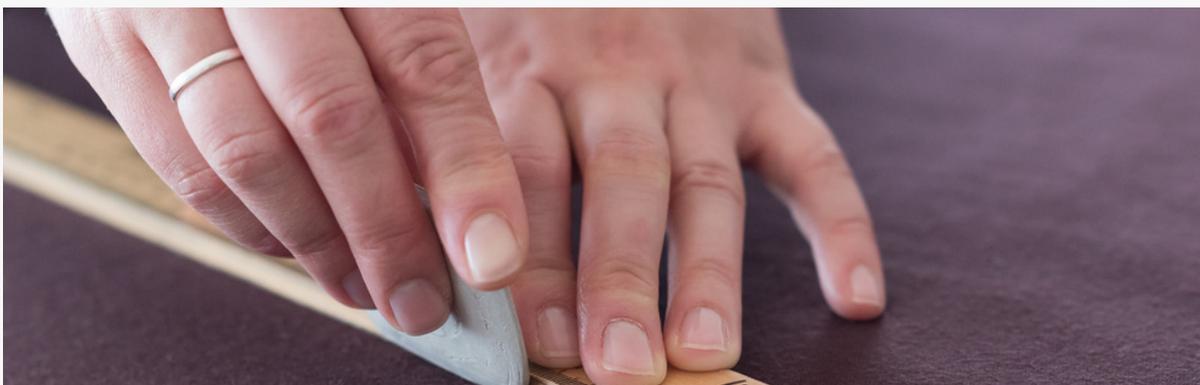
## 3. BUY GARMENTS THAT FIT YOUR WIDEST MEASUREMENT

'I have rarely met someone who can simply walk into a store and find all round great fitting clothes. As women, we are blessed with complex body shapes and very unique proportions. You have probably heard of the terms pear, apple, straight and hourglass to refer to women's bodies. These are used to describe the relationship of one body part to another.

'Pear-shaped women have hips that are wider than their bust, Apple shapes have little or no waist, but slim legs. Straight shapes have little waist definition and fairly balanced torsos to hips. Hourglass shapes are curvy with a defined waist.

If you are struggling to find garments that fit your bust, waist and hips I would suggest you buy things that fit the largest of those. E.g. if you are pear-shaped buy things to fit your hips, rather than your waist.

Most ready-to-wear garments have very little seam allowance and are therefore easier to take in than let out.



# THE GOOD FIT GUIDE

## 4. HAVE YOUR CLOTHES ALTERED BY A GOOD TAILOR

I know this adds to the overall cost of your wardrobe, but having your clothes altered will really make a big difference to your look.

Bearing in mind point 3, a qualified tailor should be able to advise you on how and where to take something in. The cost of alterations will vary and can sometimes be similar to what you paid for your dress or trousers.

**But the end result will make your high street purchase look a lot more high end!**

For tailored jackets I advise purchasing ones that fit your shoulders and bust. Taking in the waist on a blazer is far easier (and cheaper) than opening up the shoulder and bust areas.



# THE GOOD FIT GUIDE

## 5. INVEST IN QUALITY OVER QUANTITY

Achieving great fitting clothes will be helped by investing in quality materials. As ever I recommend buying the best you can afford.

A beautiful jersey dress can be ruined by using a thin material that clings to every little bump in your body. But by spending a little more you should get a better quality cloth, one that is thicker, made of better fibres and with more weight.

Choosing better fibres can also be good for the environment, reduce creasing and help your clothes last longer.



FOR MORE TIPS AND FREE ADVICE, PLEASE VISIT  
[WWW.DARAFORD.COM/BLOG](http://WWW.DARAFORD.COM/BLOG)

**DARA  
FORD.**

**Ready to start your bespoke journey?  
Contact me [dara@daraford.com](mailto:dara@daraford.com)**