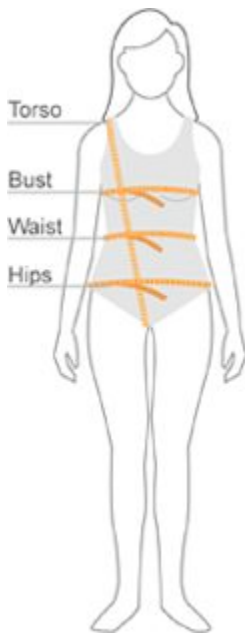


Swimwear Sizing

How to Take Measurements to Find the Perfect-fitting Swimsuit

According to a Lands' End® survey of more than 1,000 women, six out of ten stated they have never taken measurements to find the perfect swimsuit size – 43 percent confessed they simply don't know how.

“Taking measurements is the key to finding your size and ultimately looking great on the beach,” said Suzanne Bryant, vice president of design, Lands' End. “To easily find a flattering swimsuit, it's important to correctly measure your body, use the sizing charts to pair-up your measurements and select swimwear that was designed to flatter your body shape.”



Take Measurements – With the right measurements, it's easy to find the perfect swimsuit size. A common mistake is not positioning the measuring tape correctly when taking measurements. From torso to bust and waist to hips, here's a measuring guide from Lands' End:

- **Torso** – Run a tape measure down the back from where the shoulder meets the neck, through the legs and back up the front. (In other words, make a loop.)
- **Bust** – With arms relaxed at the sides of the body, measure the fullest part of the bust keeping the tape measure parallel to the floor.
- **Waist** – Measure around the waist at the narrowest point. Add a ½-inch for comfort.
- **Hips** – Stand with heels together and measure around the fullest part of the hips, keeping the tape measure parallel to the floor.

Find the Correct Size – With measurements in hand, finding the right-sized suit at Lands' End is simple. Locate measurements on Lands' End's sizing charts to find the corresponding swimsuit size. Lands' End swimwear comes in a wide range of Regular and Petite (Short Torso) to Tall (Long Torso) and Plus sizes.

Regular

- A vast selection of swimwear in many colors, styles and patterns ranging in sizes 2-18.

Petite (Short Torso)

- Petite swimsuits now include more short-torso tanks and short-torso tankinis in colorful mix & match styles. Sizes range from 2-18 in Short Torso.

Tall (Long Torso)

- Ranging in sizes from 2-18, the Tall swimsuit selection comes in a total of 18 tanks and tankinis to choose from.

Plus (Regular and Short Torso)

- Plus-size swimsuits fit and flatter the figure. Accentuating favorite features while minimizing the others. Sizes range from 16W-26W and are available in Regular and Short Torso. The plus-size chart also factors in cup-size equivalents.

Petite Plus (Short Torso)

- Petite Plus swimsuits include more tanks with smoothing, all-over control and more tankinis in colorful styles that can be mixed and matched. Sizes range from 16W-26W in Short Torso.

Best Bra– Not only is it important to get the correct measurements – it is a must to select the best bra support and coverage for each body type to achieve the perfect swimsuit fit. Lands' End has a selection of bra styles to choose from including cup sizes in D-DDD (view D-DDD sizing charts at landsend.com in the size charts section).

SWIMWEAR BRA STYLES

Adequate bra support is one of the most important features of a swimsuit. Bras shape and define, adding fullness to a small bust, support to a large bust.



SHELF. A shelf bra offers light coverage and support. It's constructed of a soft liner with an elasticized bottom band to help the bra stay in place.



SOFT CUP. A soft cup bra provides shape and support. Most suits with soft cups provide extra modesty; some feature push-up pads to give your figure a boost. A few styles include D-cup sizes.



UNDERWIRE. An underwire bra provides bra-like support in cup sizes up to DDD!



MASTECTOMY. A mastectomy bra is a soft cup bra constructed for support, combined with a liner. The bra and liner hold the prosthesis in place with a durable under-bra elastic band.

Still Not Sure? – Lands' End offers advice from dedicated Swim Fit Experts that can either chat online at www.landsend.com or on the phone at 1-800-675-4853.

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For more information, contact Molly Hawkins at 608/935-6089 or molly.hawkins@landsend.com