

THE MATERNITY BRA BOOK

LOVE THE BODY YOU'RE IN

*Cake
Lingerie*





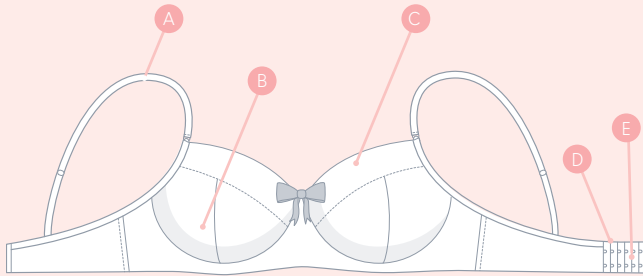
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It is imperative you wear a suitable & well fitting maternity bra specifically designed to meet the distinct requirements of your body during pregnancy & post birth.

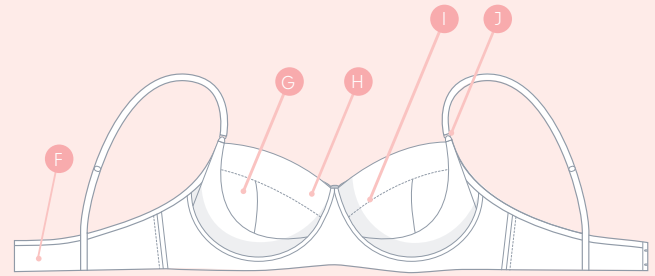
Hormonal change during these periods will result in rapid growth and fluctuations in your breasts. The skin and tissue is placed under considerable strain, which is followed later by loss in elasticity and volume. A structured and supportive maternity bra will protect your breasts against ligament damage and provide you with much desired relief and comfort.

Features & Benefits

Knowing what to look for in a good
Maternity & Nursing Bra



- A Reinforced cotton straps for support and comfort
- B Supportive lower cup with a strong mid layer for lift
- C Good top cup stretch to cater for growth without restriction
- D 6 hooks and eyes to accommodate expansion of the ribcage
- E Nickel Free hooks and sliders



- F Double layered back band for support and durability
- G Cotton lined cups for comfort and to enable the skin to breathe
- H Quality tested fabrics and accessories to avoid irritation
- I Internalised seams to avoid abrasion
- J Easy drop cups

Types of Maternity & Nursing Bras

There are many different types of maternity & nursing bras, designed to suit your every need during every stage of pregnancy and whilst nursing.



Seamless Bra

Suitability:

Ideally suited during the 1st trimester & immediately post birth

Key Benefits:

Ultra-soft and comfortable. A bra that grows with you



Soft Cup Non Wire

Suitability:

For women during the 2nd and 3rd trimester and once your breast has settled post birth

Key Benefits:

A structured, supportive bra that enables function



Fuller Figure Bra

Suitability:

Especially created to suit the fuller bust and to be worn during all stages

Key Benefits:

Engineered to provide strong support, great shape & unrivaled comfort



Flexible Wire Bra

Suitability:

Ideal during the 2nd and 3rd trimester and once your breasts have settled post birth

Key Benefits:

The ultimate in support. Provides an amazing shape without restriction



Contour Bra

Suitability:

Ideal for women looking for shape & versatility once your breast has settled

Key Benefits:

Provides 3 way capability, with a versatile, smooth exterior



Sleepwear

Suitability:

During every period and stage of pregnancy & post birth

Key Benefits:

Designed for comfort, luxury and for a flattering appeal

Maternity Bra Selection Guide

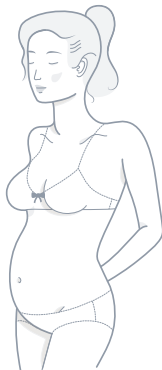
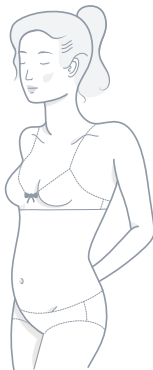
The Distinct Stages of Pregnancy

0—3
Months

3—8
Months

8—9
Months

1 2 3



1

Bust Development

Pregnancy hormones create glandular development, leading to engorgement and increase in cup size

Bra Needs

Select a non-wired, stretchy, seamless maternity bra that grows with you & that will provide relief

2

Bust Development

Your breast growth will slow
Your ribcage will start to expand

Bra Needs

Select a flexible-wire, non-wire and/or contour bra with 6 hooks and eyes, for greater support and extension to manage growth

3

Bust Development

Your breast size at this stage will most likely be your nursing cup-size in Stage 5 (explained overleaf)

Bra Needs

Purchase a minimum of 3 supportive nursing bras at this point
We recommend flexible-wire, contour or fuller figure bras

Nursing Bra Selection Guide

Post Birth

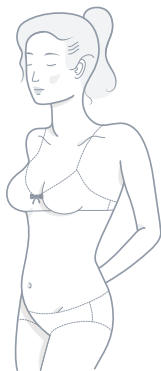
0—4
Weeks

4



4+
Weeks

5



4

Bust Development

Your breasts will swell and rapidly change size as they try to regulate milk supply

Bra Needs

Use a non-wired, stretchy, seamless maternity bra that grows with you. A comfortable, non-restrictive bra is paramount to help avoid complications such as mastitis

5

Bust Development

Your milk-flow would have now regulated itself thus stabilising your cup size - apart from daily supply fluctuations

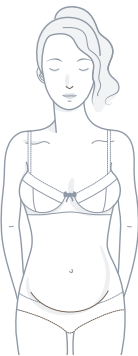
Bra Needs

Purchase a minimum of 3 supportive nursing bras at this point. One to wear, one in the wash and one in your drawer. You can wear from the entire range of flexible-wire, soft cup, contour or fuller figure bras

The Right Fit

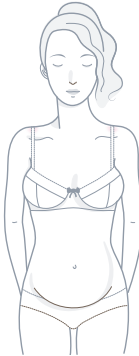
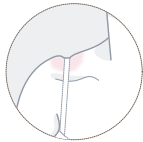
Wearing your current bra, use this guide to determine your true size

1



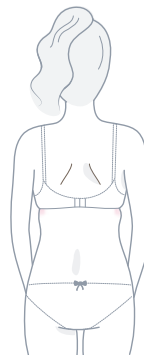
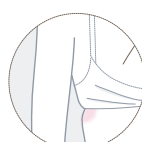
Your bra should sit firmly around your rib cage, although you should be able to comfortably run your finger underneath and along the band. Loosen the hook and eye adjustor to suit

2



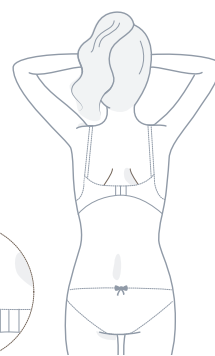
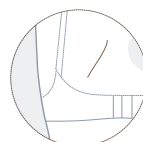
Ensure your straps don't dig into your shoulders. Try to adjust the strap lengths

3



Don't allow the back band to cut in your back tissue. Loosen the hook and eye adjustor or alternatively go up a bra band size

4

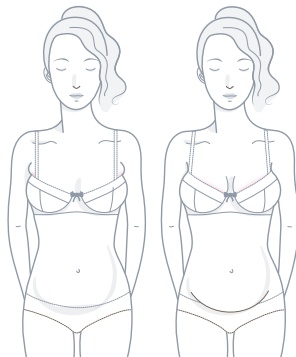
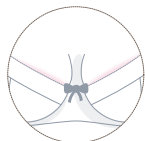
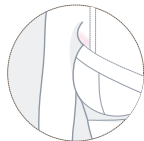


Your bra back should not ride up. Consider tightening your hook and eye adjustor or alternatively go down a bra band size

The Right Fit

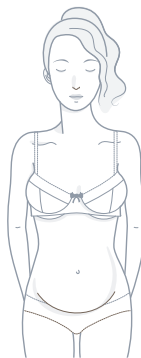
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5



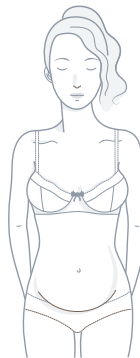
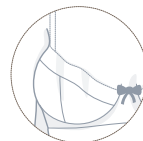
Importantly, your breast should not appear to bulge over the top or sides. If you notice these signs, go up a cup size

6



Ensure your breast is being encompassed by the cup and the band sits firmly against your rib cage. Try to adjust your breast into the cups or go up a cup size

7



If your bra cups aren't filled out, baggy or loose, we recommend going down a cup size

Sizing Tips

Bra sizes are labelled differently in each region. Check the charts below for your desired size conversion

Understanding your maternity & nursing bra

- 1

When purchasing a maternity bra, select one that comfortably fits to the near tightest hook, to accommodate the ribcage as it expands from trimester 2 onwards
- 2

Select a bra that provides good bust support and importantly one that doesn't flatten or squash your breast. Your breasts should appear separated and fit clearly into each cup
- 3

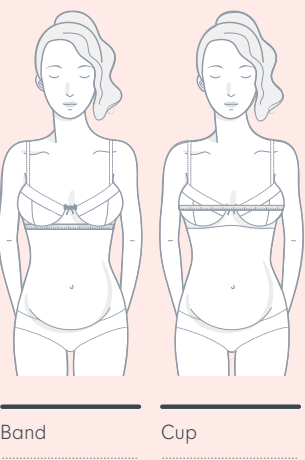
When selecting your nursing bra, purchase one that comfortably fits toward the loosest hook. This will accommodate the ribcage as it contracts to its original size
- 4

If you only need to increase your band size, do remember to drop a cup size and vice versa. Whilst this may sound indifferent, bras are designed relative to body size
- 5

Properly fitted flexible wire bras provide superior, unrestricted support. When selecting one, ensure it sits under and behind the breast tissue
- 6

Importantly, your size will most probably vary with each pregnancy. You will need to be re-sized to ensure you receive the right levels of comfort and support

BRA BAND SIZING			
AU /NZ	US /UK /CAN	EU	FR
10	32	70	85
12	34	75	90
14	36	80	95
16	38	85	100
18	40	90	105
20	42	95	110



BRA CUP SIZING	
AU/NZ/UK	US/CAN/EU
A	A
B	B
C	C
D	D
DD	E
E	F
F	G
FF	H
G	I
GG	J
H	K
HH	L
J	M

How to Care For Your Bra

On average, a good quality bra should last 6-12 months

Regular wash and wear will result in a loss of elasticity in the product and consequently support in your bra

- 1 Follow the care instructions on the label
- 2 You should own a minimum of 3 good fitting bras at anytime - one in the drawer, one to wear and one in the wash
- 3 Endeavour to wash your bra in a lingerie bag. This will extend the life of the product and protect it against rips and pulls
- 4 Always dry your bra in the shade to avoid fading and loss of shape





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