

Keeping the “Girls” under control!

In other words...”What is the right bra for you?” The word is out and is heard loudly and clearly by most women: You must have two very important pieces of equipment to exercise properly—the right shoe and the right bra. We call it having firm foundations! It is well known that at Luke’s, we have shoe specialists, but it may not be as widely known that we have Bra Specialists, also!! Our female staff at all stores have been trained in fitting bras properly and have the necessary Bra tape measurement tools to help determine your exact bra size. Thus we are ready and willing to help you get those “girls” under control!! We know that choosing the right bra style that’s right for you can be challenging...so we are here to help you determine whether you need a compression bra that “presses” the breast in place or whether you need an encapsulation style which separates and supports the breasts individually.

Much research has gone into bra production. Researchers have made breast-bounce analysis and nipple tracking a fine art. Luke’s has the latest Revolutionary Bra from Nike that is designed to hold the breast firmly in place as the breast tissue travels in a criss-cross movement (a Nike discovery). Nike also has a wide range of other bras designed to meet special needs. We have the Hind high-tech molded bra that offers support and nipple coverage; the CWX support bra and the Champion Shape and Support Bra/ Under Armour Bras will arrive in July.

Please refer to the following suggestions when choosing a bra...and remember-we know the importance of keeping the Coopers Ligaments from stretching. Once stretched, these ligaments never “go back”!! Take time to find the right bra for you!!!

- Compression Bras usually pull over the head and mash the breasts down. They will effectively minimize motion in high-impact activities for the small-to-medium breasted woman.
- Encapsulation styles, which separate and support, are usually more comfortable and provide better support for high impact activities for the large-breasted women. Many of the encapsulated bras will keep the large-breasted woman from having to “double bra”!
- Always look for wicking microfibers in the bra fabrics. Mesh panels in the front or back can help keep you cooler.
- Look for shoulder straps that are less likely to dig-in.
- Pay attention to the fit of the chest strap and the elastic around the rib cage. The elastic around the rib cage should fit snugly and should not rub.
- Try the bra on--- jump up and down--, lift your arms and bend them as if you were running or walking—bend over. Do as much as you can in the fitting room that will replicate your fitness activities.

- Remember to replace your bras about every six months.

The “Women of Luke’s” look forward to helping you with your bras selection and finding the right one for you!!