

freshpair



SENSE OF STYLE; Bust-ed; 'Bratenders' lend support to the underwear- challenged

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Celebrity stylist Jennifer Rade has something to get off her chest.

"The bottom line is that people don't pay enough attention to their foundation," said Rade, who recently helped Ashlee Simpson minimize her ample bosom to play a tomboy in an upcoming movie. "People spend a lot of time finding the right pair of jeans, but not so much time on their chest."

Rade, who also has worked with Angelina Jolie, hopes to change that Wednesday - National Underwear Day, not coincidentally - when she and a team of "bratenders" from GapBody open a temporary Bra Bar at The Atrium in Chestnut Hill. Her hope is to help women bust out of the time warp they may be in.

"(We'll) help them realize they might not be the same size as they were in high school," she said.

Fit is the biggest problem Rade sees, but she also think women don't make enough effort to put the appropriate bra under certain types of clothing.

"What drives me crazy is when you see a texture bra, or one that is too thick under the really thin cotton, soft T-shirts," she said."

Instead, she advises, opt for a lightly lined T-shirt bra, one found in GapBody's new line of bras, or one with smooth coverage.



"You need variety and solutions for different kinds of outfits," she said. "Sometimes I'll make a person try on four different bras (for an outfit)."

In other words, leave yourself plenty of time to belly up to the Bra Bar on Wednesday - and make room in your lingerie drawer.

Rade will be at the GapBody Bra Bar, located outside Borders Books, from 10 a.m. to 9:30 p.m.

BUST A MOVE

Toss the tissues. "Cookies" are the new way to go for adding that little extra oomph to your shape.

Olga has introduced Custom Shapers, a line of bras that come with a pair of oval "cookies" to place in the bra for enhanced cleavage. Just Velcro the cookies to the side of the cup and - voila!

The Custom Shaper retails for \$29, and is available at major department stores.

LI-BRA-RATED

When is a bra not really a bra? BustFree USA has a bra that has no straps, no back, and no adhesive to help hold it up. Company CEO David Blacklock said the polyurethane bra cups stay up by clinging to the clothes you wear. Think tight tank top or form-fitting camisole. Silk shantung is the only fabric that won't hold the bra cups up, he said.

Thank the Australians for this slightly simplistic invention - the cups -come in sizes (i.e., small) and don't conform to a woman's shape. Right now, the BustFree bra, \$28, is available at www.bustfree.com, but will soon be in stores.

CHEST DO IT

Who couldn't use a little support - especially while working out?

Vassarette recently launched the Easy Fit sports bra that features a spacer spinal strip that protects and cushions the spine during floor exercises such as yoga or weight lifting. The bra retails for \$10.50, and is available at Wal-Mart and Target.