

Professional Swimsuit Fitting How-To

Take Measurements to Find the Perfect-Fitting Swimsuit

One of the biggest mistakes women make when it comes to choosing a swimsuit to fit and flatter, is selecting the wrong size. “The key to looking great and feeling confident in a swimsuit is finding your correct size,” said Erin McCormick, Lands’ End swimwear merchandise manager. “Lands’ End offers a vast assortment of swimsuit sizes to fit every body ranging from Regular and Petite (Short Torso) to Tall (Long Torso) and Plus Sizes.”

The A, B, C and D of Swimsuit Bra Sizing

Not only is it important to find correct swimsuit sizes, it is a must to select the best bra support and coverage for each body type to achieve the perfect swimsuit fit. Lands’ End offers swimsuits by bra size including D, DD and DDD.

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 1/2 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-size 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 from sizes 2-18.
- **Petite (Short Torso)** – Petite swimsuits include SwimMinis, short-torso tanks and short-torso tankini tops in colorful mix-&-match styles. Sizes range from 2-18 in petite.
- **Tall (Long Torso)** – Ranging in sizes from 2-18, the Tall swimsuit selections come in a total of 34 one-piece swimsuits and tankini separates to choose from.
- **Plus (Regular, Short and Long Torso)** – Plus size swimsuits fit and flatter the figure, accentuating favorite features while minimizing the others. Sizes range from 14W-26W and are available in Regular, Short and Long Torso.

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