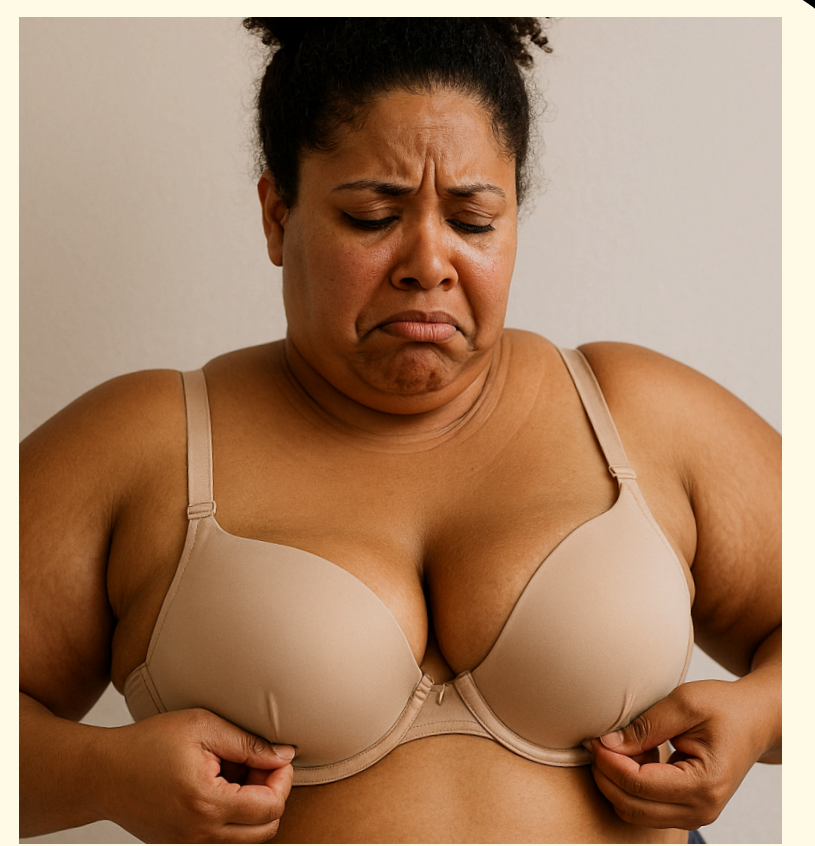




BEYOND THE BUST: A NEW NARRATIVE FOR BETTER INCLUSIVE DESIGN



Yik Nok Bryan Lee^{1,2}, Ambreen Chohan¹, Lauren Haworth¹, Steven Peter Brindle^{1,3}
¹Allied Health Research Unit, University of Lancashire, Preston UK
²School of Medicine, University of Lancashire, Preston, UK
³School of Arts and Media, University of Lancashire, Preston, UK



INTRODUCTION

Inadequate breast support due to poor bra fit can have a negative impact on women's health, including aspect of physical, mental and psychosocial wellbeing¹. As bra designs have remained largely the same since 1930, it is crucial to understand the challenges of achieving adequate bra fit. Adopting a holistic innovative design approach may help to reduce health inequalities and improving women's wellbeing.



AIM

Study aimed to explore the challenges women experience daily with wearability and barrier in bra fit. This may then influence future design of more inclusive breast support garments to improve women's overall health.



METHOD

Design: Cross-sectional cohort study

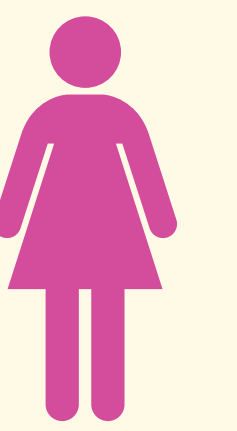
Participants: n=300, aged 18+

Data collection: Mixed methods questionnaire

- Bra wearing and purchasing habits
- Wearability Acceptability Scale
- Modified Wearability Acceptability Scale,
- Barriers/Challenges and Solutions

Data analysis:

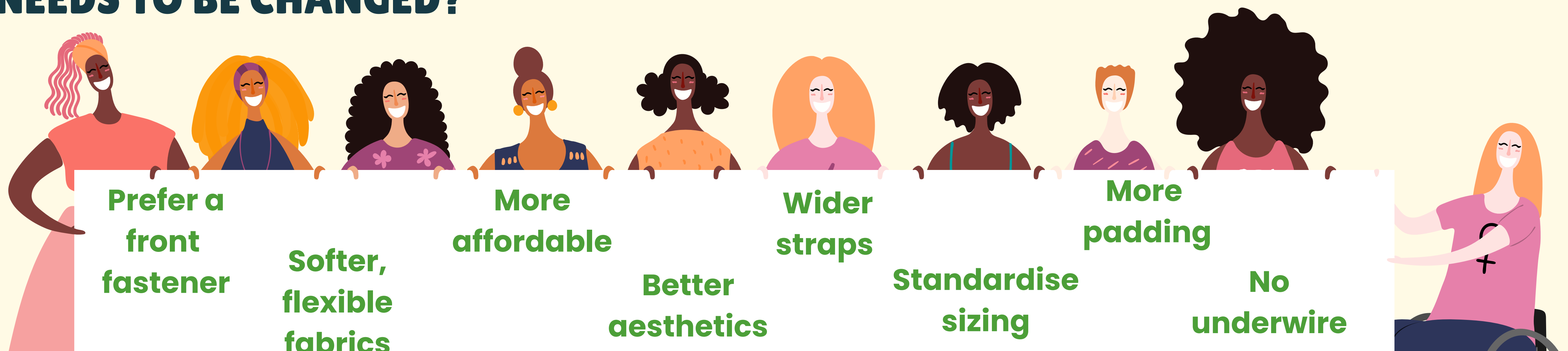
- Descriptive statistics, Normality testing and one-way ANOVA and Thematic analysis



WHAT ARE THE PROBLEMS?



WHAT NEEDS TO BE CHANGED?



- **Current Market:** Women described the range of bras available as poor.
- **Bra purchasing and fit:** Last bra purchase (34.0%, n=102) and bra fitting (43.7%, n=131) over a year ago.
- **Wearability Acceptability Scale:** Bras didn't restrict torso (7.5/10) or arm movement (7.7/10) for most women
- **Modified Wearer Acceptability Scale:** Bras provided poor support to their posture overall (3.2/10)
- Women with no disability were more likely to find seams and straps irritating.



CONCLUSION

- Women are experiencing significant challenges in bra fitting, leaving a significant gap in the market.
- More inclusive, well-designed bras are needed to address both functional and sensory concerns across diverse body types to improve health and wellbeing for women.



REFERENCES

1.Spencer, L., & Briffa, K. (2013). Breast size, thoracic kyphosis & thoracic spine pain - association & relevance of bra fitting in post-menopausal women: a correlational study. Chiropractic & Manual Therapies, 21(1), 20.