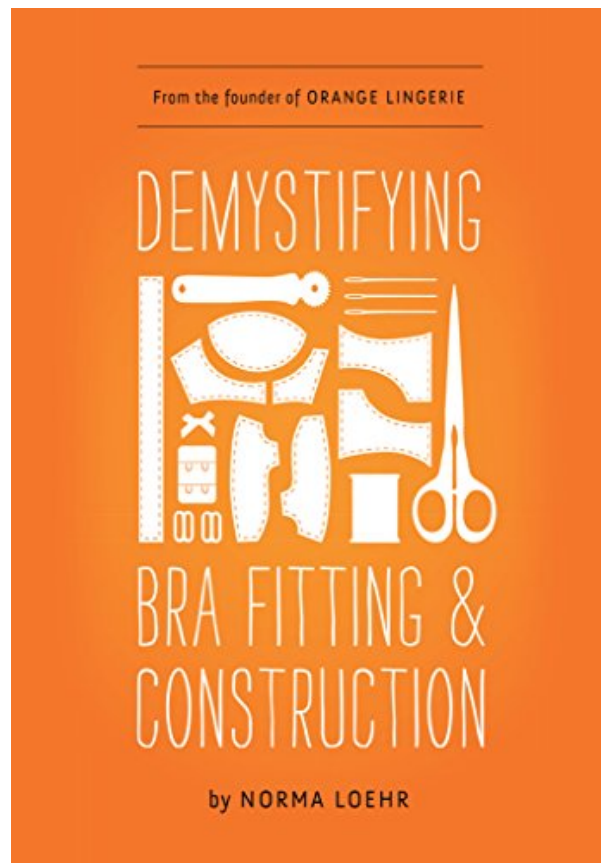


# DEMYSTIFYING BRA FITTING AND CONSTRUCTION BY NORMA LOEHR



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## About the Author

Norma Loehr spent her youth as an avid seamstress and designer but put it aside to focus on a career in finance. When she could not locate a luxury custom bra making service in North America, Norma left her position at a major Wall Street firm in New York to focus on the study and practice of custom bra making and founded Orange Lingerie. She is now based in Boston. You can read more about Norma and see her work at <http://www.orange-lingerie.com>.

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# DEMYSTIFYING BRA FITTING AND CONSTRUCTION BY NORMA LOEHR PDF

Demystifying Bra Fitting and Construction reveals the secrets of bra couturiers, teaching you what you have always wanted to know about fitting and sewing your own bras. Professional custom bra maker Norma Loehr breaks down the fitting and construction process into simple, easy to follow steps so you can get great results on your bra making projects. With easy-to-follow instructions, color photos, and a guide to sourcing materials, this book has everything you need to make your own professional looking bras in no time at all.

Whether you are a home sewer or an aspiring lingerie designer, this book is for you!

“Not only does custom bra maker Norma Loehr sew wonderfully, she's smart - so her well thought out and beautifully presented work on bra making has resulted in a book that inspires and educates.”

Susan Khalje, Author, Bridal Couture and Linen and Cotton and Contributing Editor for Threads Magazine

"I've had the privilege of testing Norma's book before its release, and it's an absolute must buy for anyone interested in sewing their own bras (seriously, there's one gem of bridge fitting advice in there alone that's worth the purchase price!)."

Melissa Fehr, Fehrtrade.com

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## Most helpful customer reviews

51 of 51 people found the following review helpful.

Good for a beginner/intermediate

By Rebecca Yoder

I have only basic sewing experience but have wanted to know how to sew my own bras for some time. This book sets out to explain how.

## WHAT I LIKED:

The focus of the book is pretty much summed up by the title - Construction and Fitting. It is written in very simple, easy to understand terms and walks you carefully through the steps of sewing a bra pattern together.

A large part of the book is devoted to explaining common fitting problems you may encounter as you sew and how to correct them. Note that it does NOT include any patterns nor instructions for drafting your own pattern - it just walks you through altering/sewing a ready-made bra pattern.

The sewing instructions are written at a level suitable for anyone who knows the basic stitches of a sewing machine; it does not require an advanced seamstress to understand. At the same time the instructions are very thorough and will offer a professional result if followed carefully. If you have never sewn a bra but want to, this book will get you there.

#### WHAT I DIDN'T LIKE:

There were not nearly enough pictures. Although the instructions were thorough, I like to have pictures/diagrams to reference. It kind of comes across as cheap without them. Also, I would have loved a section on how to draft a bra pattern or block from body measurements. I also would have liked a section on how to do major pattern alterations, such as converting a darted cup to a three-piece cup, a full-frame bra to a frameless etc. Those two additions would make this the perfect book for me.

Finally, (although it doesn't relate to the content of the book) this book was very poorly edited. In fact, I'm not sure it ever crossed an editor's desk. Typos and missing words abound. While all instructions were still understandable, it gives the book an unprofessional and cheap air. Just because it is a Kindle-only edition is no reason to skip the basic publishing process.

14 of 14 people found the following review helpful.

Perfect book for amateur bra makers

By NewToTheseParts

I just gobbled this book up, it's so easy to read!

"Demystifying" is the perfect title for this book, because that's exactly what it does. It walks you through fitting and sewing a bra with lots of great info and tips, but it doesn't feel dense and there are lots of diagrams to help. I loved that the construction steps are laid out so well, that it will be perfect to use as a reference when I get stuck on one step or another.

I didn't give it the full five stars because I couldn't see the pictures very well on my Kindle, and I would have loved to see some fitting pictures. [Edited to add: I have a old e-ink kindle, the pictures probably display fine on a colour screen]. I would happily buy a physical book version if it was available. Other than that, it is the perfect manual for people who love to sew to jump in to the world of sewing bras.

18 of 22 people found the following review helpful.

No Good for Kindle or eReader

By Allan

Tables are far too small to read even on an iMac. Figures are few and far between and a terrible colour for the samples. This yellow is impossible to view in any detail on a computer screen and the photos are far too small. The figures show a 'final' result. I would have expected far more pictures showing the steps of the construction for each method. The syntax of the sentences is grammatically poor. The text continually refers you back and forth between construction sequence and the techniques section with no hyperlinks. This means you are constantly flipping and/or searching for the right place in the book. The construction Sequence section is terrible. It should give an example of a particular pattern rather than give instructions and then contradict those instructions by merely saying finish by your preferred method or by pattern method. How do you know what a preferred method is if you haven't learnt to make a bra yet? In summary I was very disappointed in this book; not only in layout; navigation; use of language and poor, small or lacking appropriate photos or diagrams. I cant honestly believe any ratings given by customers over two stars of

which there are many.

See all 42 customer reviews...

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