

Demystifying Bra Fitting and Construction

By Norma Loehr

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Custom bras are wonderful sewing projects. They are easy to make, fit perfectly, and can be worn every day. But until now, the techniques of custom bra making have been difficult to access.

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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Editorial Review

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.

Users Review

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