

Bra Style Guide



FIT TIPS, SELLING TIPS, & BEST BREAST SHAPE MATCHES FOR EACH STYLE

PEYTON LIGHT PUSH-UP BRA

Peyton Light Push-Up Bra

Style : 7518 | Colors: Buff, Limited Edition colors and the Date Night Collection | Sizes: 30B–38E

Key Features:

Gradual push-up (less padding as size increases)
Convertible straps (Straps can go regular, criss-cross or halter) Soft microfiber & flexible support

Fit Tips: True to size

Selling Tips: Great for shallow busts or customers new to push-up styles.

Best for: Slender, East/West, Athletic, Smaller Busts





JESSE SPORTS BRA

Jesse Sports Bra (Underwire)

Style : 85618 | Color:
Champagne | Sizes: 32D-G
34C-42G

Key Features:

- Bounce-free design
- Ventilated mesh & moisture-wicking fabric
- Adjustable straps (convertible)
- High-impact support

Fit Tips: Size down 1-2 cups for more support or high-impact workouts.

Selling Tips: Perfect for gym lovers or active moms. She goes from the office to the gym.

Best for: Bell, Round, East/West, Side Set, Relaxed



THE CORE ABBIE

Abbie Core Bra

Style : 6111 | Colors: Black, Buff |
Sizes: 32-44 B-H, 32-38 A

#1 Best-Selling Bra

Key Features:

Seamless, contoured foam
cups

Power mesh side wings &
center gore

Full coverage & slimming
effect

Wide, supportive straps with
leotard back

Fit Tips: True to size. May feel like
"too much bra" for smaller
busts.

Selling Tips: Ideal for everyday
T-shirt wear. Amazing support
& comfort for full busts.

Best for: Bell, Round, Side Set,
Tear Drop, East/West, Relaxed

ESSENTIAL BODYWEAR | ZYIA

Breast Shape Dictionary




ESSENTIAL *by*
BODYWEAR


ZYIA
ACTIVE

A QUICK REFERENCE GUIDE TO HELP CUSTOMERS FIND THEIR PERFECT BRA
BASED ON BREAST SHAPE.



ASYMMETRIC

One breast is larger than the other

Asymmetric

- Definition: One breast is noticeably larger than the other
- Fit Tip: Look for molded or contour cups to create visual balance
- Recommended Styles: Abbie Core, Luxe Abbie, Devaney, Emma, Poppy, Hadley



ATHLETIC

Wider more muscular breasts with less tissue

Athletic

- Definition: Wider chest, more muscular, less breast tissue
- Fit Tip: Push-up or molded cup bras enhance volume and roundness
- Recommended Styles: Piper, Peyton, Hadley, Chrissy, Vivienne



BELL

Slimmer at the top, fuller at the bottom

Bell

- Definition: Slimmer at the top, fuller at the bottom
- Fit Tip: Full coverage or minimizer styles lift and support
- Recommended Styles: Abbie Core, Luxe Abbie, Emma Minimizer, Sally, Vivienne



EAST WEST

Nipples pointing outward
in opposite directions

East West

- Definition: Nipples point outward in opposite directions
- Fit Tip: Side support and contour cups help center the bust
- Recommended Styles: Abbie Core, Luxe Abbie, Devaney, Jesse, Chloe, Hadley



RELAXED

Breasts with lax tissue and
nipples pointing downward

Relaxed

- Definition: Lax tissue, nipples pointing downward
- Fit Tip: Structured cups and underwire provide lift and shape
- Recommended Styles: Emma, Abbie, Jesse, Vivienne, Ivy, Sally



ROUND

Equally full at the top
and bottom

Round

- Definition: Equally full at top and bottom
- Fit Tip: Most styles will work; focus on comfort and shape
- Recommended Styles: All styles, especially Sally, Abbie, Peyton, Ivy



SIDE SET

Wide space between breasts

Side Set

- Definition: Wide space between breasts
- Fit Tip: Use bras with side panels to bring breasts inward
- Recommended Styles: Devaney, Chloe, Jesse, Abbie, Emma



SLENDER

Thin breasts, nipples

Slender

- Definition: Thin breasts with downward-pointing nipples
- Fit Tip: Light push-up or molded bras add lift and shape
- Recommended Styles: Piper, Peyton, Hadley, Ivy



TEAR DROP

Round, but slightly less full at the top

Tear Drop

- Definition: Round with slightly less fullness at the top
- Fit Tip: Contour and t-shirt bras create a round silhouette
- Recommended Styles: Abbie, Emma, Devaney, Sally, Ivy

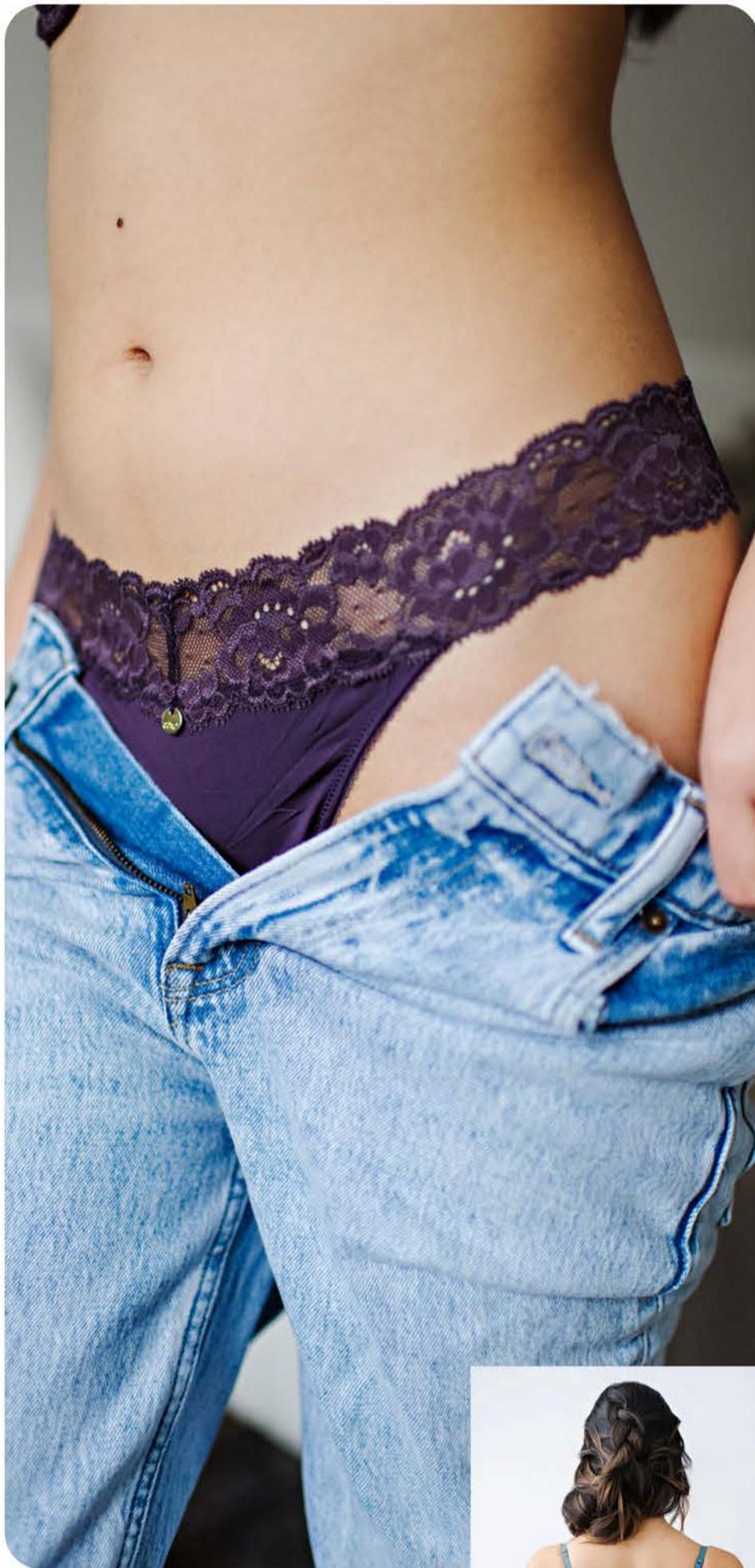
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Panty Style Guide



ESSENTIAL *by* ZYIA
BODYWEAR ACTIVE

COMFORT. CONFIDENCE. COVERAGE. DISCOVER YOUR PERFECT FIT.



KIKI LACE THONG PANTY

SKU: 8515 | Sizes: S-2X

A soft, feminine thong crafted in smooth microfiber with a delicate lace waistband. Sleek and stylish under any outfit.

Fitters' Notes: True to size.
Customer favorite: "Most comfortable panties I've ever owned!"

Details:

- Microfiber with stretch floral lace
- Flat elastic – no panty lines
- Cotton gusset lining
- Also available in Kiki Hipster and Hi-Cut



KIKI LACE BIKINI-HIPSTER PANTY

SKU: 9515 | Sizes: S-2X

A curve-hugging hipster panty with lace waist detail and buttery soft microfiber fabric.

Fitters' Notes: True to size. Loved for softness and flattering fit.

Details:

- Lace overlay waistband
- Cotton gusset lining
- Center gold charm
- Also available in Kiki Thong and Hi-Cut

