

Freshpair At Home Bra Fitting Program Revolutionizes the way Women Shop for Bras

The Freshpair At Home Bra Fitting Program is an easy, convenient way to try on bras in the comfort of home to find the perfect fit. No more stores, no more compromises--just a perfect fit every time.

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Freshpair has invented a revolutionary new way to shop for bras that solves the #1 bra problem faced by women today: a bad fit. The [Freshpair At Home Bra Fitting Program](#) guarantees a perfect fit every time by giving each customer access to the largest selection of brands and sizes found anywhere and the opportunity to try them on at home, totally free. Whether it's messy racks, limited sizing or careless sales staff, women are not finding what they need in local stores and end up settling for a fit that's second best.

Freshpair is the first and only company to offer such an outstanding service. "Convenience alone doesn't cut it anymore," says President Matthew Butlein. "Over the years, the way women shop for bras hasn't changed much. First there were stores, then catalogs, then the Internet. It became easier, but not better. Our approach solves an age-old problem by introducing an entirely new way to shop."

The process is easy and enjoyable. A quick phone consultation with a personal bra fit specialist determines the customer's size, style preferences and fit issues. Then the fit specialist personally chooses a selection of bras that meet the customer's requirements and sends them to their home where, for one week, they can try them on with their own clothes and in their own time. At the end of a week, if they decide to keep any, they simply send back the bras they don't want and pay only for what they keep. There's no pressure to buy, no payment up front, and shipping is free both ways.

"Every woman can benefit from our program," Butlein said, "but the true benefit comes for the woman in search of hard-to-find sizes and styles." Freshpair carries over 40 brands of bras in all price ranges, from traditional favorites to hard-to-find specialty brands in sizes 28A to 52H. Styles include all-occasion t-shirt bras to sports bras, strapless bras, lacy bras and even maternity bras.

Customers are already raving about the Freshpair At Home Bra Fitting Program: ILOVEAGOOD.com CEO and intimates insider Jenny Altman said, "It makes so much sense! Bras are so personal--you must try before you buy. Your personal shopper makes this easy. She knows what works for you and will even throw in a few surprises you may not have thought of on your own. This magical box arrives with old favorites and new surprises." Customer Lauren L. raved, "I can never find my size, and when I do, it always ends up being a granny bra. Here I found the equivalent of a million racks of bras, and found my size in everything from hot pink to leopard spots. This should be the only way to shop for bras."

The [Freshpair At Home Bra Fitting Program](#) is available to all customers. To schedule a free fitting consultation, call 866-663-6613 or email [brafting\(at\)freshpair\(dot\)com](mailto:brafting(at)freshpair(dot)com).

Freshpair is the go-to destination for men's and women's underwear and intimates, offering over 100 of today's hottest brands (probably the ones you're wearing right now). We provide the personal attention of a boutique with the wide selection of a department store, making it easy to find your perfect fit. Freshpair is also the founder of National Underwear Day, an annual holiday dedicated to the appreciation of underwear. Every shopping experience on Freshpair is backed by our exceptional customer care and includes free shipping on all U.S. orders.



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