

BEVA'S ORIGINAL LINGERIE MAGAZINE Lace Lingerie

Insight

Cazaro

THE EXPERT BRA FITTER



We all know the pleasure and confidence of having lovely and well-fitted undergarments but finding a custom bra-maker proves impossible in India for women with bigger bust sizes. Introducing **Jayshree Gupta**. She is an IATA certified professional and a graduate from Ruparel College. Gaining an enriched extensive experience on Personal Grooming and how to wear a Perfect Lingerie. Today Jayshree runs her company **Cazaro** a business out of which helps women in educating and finding their perfect size. We had the chance to sit down with Jayshree and learn a bit more about her! On with the interview...

Why the name CAZARO?

Cazaro stands for "Elegant" and it sums up the essence for any lady. I believe each lady is the Queen of her life and after trying my fitting service or wearing my bras.

What inspired you to start Cazaro? Did you reach out to any lingerie companies?

Back In 2006, I was a part of those women who could not find the right size for themselves. I thought this would be a problem with many other females in India to find the right fit. That's how I made my passion into reality in 2009. During my journey I came across an International Lingerie brand i.e **Panache**. I've been working as a bra fitter for the past 6 years. I am committed to create awareness regarding the importance of good fitting bra. Currently we are the official stockist in India for Panache.

What products do you retail?

We are into retailing for sports wear, nursing wear, swimwear and shape wear specializing into D plus lingerie. balconette bra, T-shirt bra, full cup bra, multiway and strapless bra. If you buy any product my service is complimentary otherwise its Rs. 500. It is essential that when a lady buys a bra, she understands why she needs a specific style, cut and size and how to best use it too. The bras in each

category are available in sizes ranging from D to JJ.

What got you started into the lingerie industry?

Post marriage, when we decided to have our bundle of joy, I wanted to commit my time and energy to my baby. I resigned from my job. Around the same time, I sensed a gap in the lingerie industry in India as most staff members at stores didn't have much practical experience and knowledge. A lot of people go through physical health issues with wearing the wrong bra. The support should never come from the straps it has to come from the band or else it digs into the skin. Having been in this industry for a decade now, I see there is so much to do! From the right fits, to correct non-commercial information regarding the various styles, their actual needs.



What according to you makes a person a bra fitting expert? How do you do your research?

I was under the category of D+ and I was never happy with the brands available. No matter how much you calculate or go by chart it doesn't work. It all depends on the body type. The same size can fit two different people where as some cases it wont cause the shape is different. I have learnt through hand on experience and my fitter has learnt the same way as well. My fitter has been with me for 7 years now.

Could you show some light on your workshops?

Our workshop's core focus is to educate and inform the participants. Sales is not the goal. Workshops allow us to help women understand the need of a correct fit, the types of inner wear available and their usage as per body type and the clothes, the colors that one must have or avoid. A lot of Image consultants have tied up with me wherein we conduct joint workshops for the benefit of all. I more often conduct workshops for various corporates for their women workforce as women travel to work daily, are in an environment where one is always conscious of their appearances and hence need to be more confident and comfortable. My upcoming workshops are focusing on To-Be-Brides, Working Professionals, House Wives and Travel Lovers!

How do you guide your customers into wearing the right bra?

One needs to understand the drawbacks of a wrong fit. What if we are conscious of any bulges, perky nipples being seen, and unnecessary bounce of our prized assets? To me if you're inside is not beautiful how would you feel beautiful outside, no matter the amount you invest on your outside. Isn't comfort of prime importance? As I meet clients with prior appointments only, I am able to help them with trials and fit for all styles and evidently we keep in mind the life style of the client to best meet their needs.

What if a person with small bust approaches you?

I have mothers who gets their kids to me now. So I recommend them to not go for those fancy bras cause their children are growing. I recommend sport bras as they are engaged in a lot of activities during which a lot of bounce of the bust can lead your coopers ligaments getting loose. So if you wear the right bra at the right age it protects you from that damage. The sports bra is a must which I also sell in B/C cup sizes. My demographic base is from kids to 60 year olds. I recently started selling shapewear also, I also provide home fittings but only to western suburban houses.

How often should a woman be fitted? cause sometimes pre and post maternity can be a

problem.

According to me every 6 months! My bras last for at least 2 years if they have 4-5 styles. I recommend women who buy nursing bras to be fitted to the tightest cause that bra has 6 loops so you can always adjust to your own size cause you can fit three sizes into that bra. Tight to loose.

Normal bras you have only three loops. If you have worn it to the first you have only two more loops to adjust to. If there is a minor change to an inch I recommend wearing an extender and use the bras cause you don't need to invest again and its still a

good quality bra. Busts only grow for adult women during nursing period mostly its the inches that are different and not the bust.

How have customers responded to your services?

Happy, confident women with smiles and who are comfortable in their skins! Most of my clients buy multiple styles at one go as the quality

is such that it lasts them for 2 years or more. I have a lot of heavy busted girls with slim bodies who come to me. It is the personalized fitting and unbiased guidance, that we still have our first client coming to us! Our clients now are like friends as they not only come for themselves but also for their mothers, daughters and relatives. From the first bra to growing years to wedding trousseau to nursing & then ageing-once you get it right, there is not stopping!

What are your future plans?

In the pipeline is my store in Mumbai and increasing awareness of health issues due to wrong fits. We are also in the process of increasing our multi-city foot print via workshops and tie-ups. We also have something new coming up for which you will have to be tuned into our updates! 📍

