

SCRATCH

## The Bra-Fitter Who Wants You to Dance in Her Shop

“I don’t care if you’re working from home, you can still walk around your house looking good.”



Iris Lingerie is a tiny bra shop underneath a dress store on Atlantic Avenue in Brooklyn. Its owner, Iris Clarke, 64, has been fitting bras for 47 years and considers it a dying art form.



"I've been doing it for years, so I can just look at someone through their clothes and fit them."

When people walk in, I  
tell them the truth. I say,

oy gevalt, you got to  
throw away that bra.

When people get the right bra  
on, you can see the difference.  
They start dancing in my shop.  
You cannot walk around with a  
bad bra on. It's like shoes. You  
need good shoes and a good bra.  
I don't care if you're working  
from home, you can still walk  
around your house looking good."

"I'm from Belize. I came here in 1971. When I moved here, I worked in Borough Park for a Hasidic lady. I took care of her baby and I learned her business; she's the best bra fitter in the world.

I knew I was good at bra fitting because one day I was at her corset shop — most of the customers there were Hasidic — and a customer came in and said 'I want Iris to fit me.'

Over the years, I worked at Bloomingdale's, Saks; I worked with buyers, I designed bras. Then I came back to where I started—fitting bras."



"A lot of people go on the internet and buy the wrong bras. They're wasting money."

You must get fitted for your bra.  
A bra fitter knows that adjustments  
are needed and sometimes alterations.  
That's what you cannot get online."



"I come in every day for my  
customers. There's a lot of  
people who need me. There's  
nursing moms. There's my K-cups,  
my J-cups. Sure, a little,  
smaller cup can get by with  
a cami until they can see a  
bra fitter. But not my big  
cups. They need me."

"For my safety, for everybody's  
safety, I'm doing appointments  
only. So I'm doing less business now.  
I get a little sad about it. I used  
to see up to nine customers a day.  
I saw one customer today. Yesterday  
none. I used to make \$3,000 to  
\$4,000 a day and have three  
employees. Not anymore.



But I think I like it this way,  
it's more personal. I get to  
remember people's faces and  
names. It's not all about money."

<https://www.nytimes.com/2020/12/03/business/iris-lingerie-brooklyn.html?searchResultPosition=1>