



Booby TRAPS



Revealing too much cleavage can hurt your career. Urban finds out how low your neckline can go

After being under wraps for the past few seasons, the bust is busting out this fall fashion season. It was cleavage, cleavage, cleavage on the runways and the clothes have now made their way to the racks here.

Well-endowed women will enjoy celebrating their curves with this trend. Those whose cupcakes have not risen – a situation that many with slender Asian frames find themselves in – can get creative with toppings (see Page 14).

Designers going for décolletage included Marc Jacobs, whose collection for Louis Vuitton put the emphasis on the “V” with scooping bustier tops.

Miuccia Prada took the plunge with New Look dresses with bustline ruffles that made it look like the models did not wear bras, but balconies.

The latest look could spell double trouble though. There are two issues bouncing

around: How much is too much to flaunt? And is flashing your assets at work a definite no?

WORK EXPOSURE

Ms Cecelia Telkes, an associate consultant at image consultancy Imageworks, says: “Socially, a hint of cleavage is much classier than letting it all hang out. As a general rule, the exposed area from your chin to the end of your cleavage should not be longer than your head.”

Cleavage at work, however, is a booby trap for your career, she warns.

Declaring that “it is simply inappropriate to flash any cleavage in the office”, she points out that 93 per cent of communication is non-verbal.

“Unless you are a ventriloquist and can project verbally through your cleavage, chances are only about 7 per cent of your message is getting through if people’s attention is on your chest,” she says.

Most employers share her stand.

Ms Jacqueline Goh, the human resources and administration director at Suntec Singapore International Convention and Exhibition Centre, says: “Clothes that reveal too much are a distraction. The way you dress affects your credibility and professionalism.”

It is no wonder some well-endowed women view their assets as liabilities. Take former office manager Cecilia

Ng, 33, who found herself – and her well-filled 34C cups – the object of unwanted attention at previous jobs despite dressing modestly.

“It came to a point where I had to say ‘no’ to sleeping with the boss,” says Ms Ng, who is now an interior designer.

In an e-mail interview, American author Elisabeth Dale of *Boobs: A Guide To Your Girls*, says the media has conditioned people to believe that a woman must “sell” a product if she bares her bosom.

“Every woman who has ever worn a push-up bra or a low-cut gown understands the power of breasts,”

BIG BOOST

This might explain why more women now believe bigger is better. Not only are more going for breast implants, they are also asking for bigger cup sizes.

The average size of silicone implants in Singapore has

gone from 200cc in the past to above 300cc, says consultant plastic surgeon Tan Ying Chien of The Sloane Clinic Plastic Surgery Centre in Novena Medical Center. 100cc of implants is roughly equivalent to an increase in one cup size.

Up to 20 per cent of his patients ask for cup sizes which he feels make them too “top heavy”, he adds.

Even without silicone aid, breast sizes have gone from buds to blossoms in the past 10 to 15 years, causing some bra fitters to declare that E is the new C.

In Singapore, where the average bust size was a 75A about five years ago, the norm is now 75B, with a 15 per cent jump in the number of women with larger sizes like D cups.

“70D bust size is becoming more common these days,” notes Wileen Chen, advertising and promotions manager for underwear giant Triumph International (Singapore).

Better nutrition is one reason for the bigger busts.

For those who are hung up about their small bust size, Ms Dale has some reassuring words: “Many women assume that men prefer larger breasts, when there is no such preference.

“Men are happy to be around any breasts at all and know they are found in a variety of shapes and sizes.”

imjalal@spt.com.sg



HOW LOW SHOULD YOU GO AT WORK?

HR EXPERTS DISH OUT ADVICE ON CLEAVAGE ETIQUETTE

AT REVEAL ARE A... THE WAY AFFECTS YOUR... ND ALISM.’

ector of human resource tec International on Centre

BIG BOOST

This might explain why more women now believe bigger is better. Not only are more going for breast implants, they are also asking for bigger cup sizes.

The average size of silicone implants in Singapore has

gone from 200cc in the past to above 300cc, says consultant plastic surgeon Tan Ying Chien of The Sloane Clinic Plastic Surgery Centre in Novena Medical Center. 100cc of implants is roughly equivalent to an increase in one cup size.

Up to 20 per cent of his patients ask for cup sizes which he feels make them too “top heavy”, he adds.

Even without silicone aid, breast sizes have gone from buds to blossoms in the past 10 to 15 years, causing some bra fitters to declare that E is the new C.

In Singapore, where the average bust size was a 75A about five years ago, the norm is now 75B, with a 15 per cent jump in the number of women with larger sizes like D cups.

“70D bust size is becoming more common these days,” notes Wileen Chen, advertising and promotions manager for underwear giant Triumph International (Singapore).

Better nutrition is one reason for the bigger busts.

For those who are hung up about their small bust size, Ms Dale has some reassuring words: “Many women assume that men prefer larger breasts, when there is no such preference.

“Men are happy to be around any breasts at all and know they are found in a variety of shapes and sizes.”

WIN!

WILD & WOLF RETRO PHONES WORTH \$1,495

METHODE SWISS THERMAL OXYGEN MASKS WORTH \$1,038.70