



NINETY-EIGHT

WHY SHOULD ONLY 2% OF WOMEN HAVE ALL THE FUN?

SHOP BY BODYSHAPE

At 98 we are committed to offering styles for various body shapes of REAL women, pieces that fit and flatter each shape. We work tirelessly through the design and sample stages to be sure that every "body" is represented.

There are 6 distinctive shapes that we typically see in women regardless of their size



RECTANGLE

Hips, shoulders and waist all of equal proportion.



CIRCLE

Thin legs and arms, no waist, weight carried through the middle.



TRIANGLE

Narrow shoulders, wider hips and defined waist.



HOURGLASS

Defined waist with shoulders and hips in perfect proportion.



CLASSIC

Perfectly proportioned shoulders and hips with a slightly defined waist.



INVERTED TRIANGLE

Broad shoulders and narrow hips. defined waist.

IT'S ALL ABOUT PROPORTIONS!

HIPS vs SHOULDERS

Hips bigger
Triangle

Hips smaller
Inverted Triangle

Hips same
Rectangle
Circle
Hourglass
Classic

WHERE DO YOU CARRY YOUR WEIGHT MOST?

Tummy
Circle

Butt & Legs
Triangle

Top half
Inverted Triangle

Evenly distributed
Classic
Hourglass

WAIST

Defined
Hourglass
Triangle

Somewhat defined
Classic
Inverted Triangle

Not defined
Circle
Rectangle

READ MORE ABOUT SHOPPING YOUR SHAPE BY VISITING
www.ninety-eight.ca/pages/shop-your-shape