

**VIEW** size matters

*3. athletic* Hilary Lambert

**N**o one knows better than Hilary Lambert the challenges busty women face when they exercise. In her early memories she's running up the basketball court holding on to her chest while giggling with a girlfriend. But as she got older, the joke did, too, mostly because functional sports bras for her body type proved impossible to find. "It started with me wanting to solve the problem myself," says Lambert of why she created America Sports Bra, a clever bra-within-a-bra for women with a C cup or bigger. "I knew I needed front closures, a very, very cushioned underwire, adjustable straps and hooks, and a V neck for shape." It took time to perfect, but the smart, supportive double bra—literally, two bras sewn together in the back that hook separately in the front—minimizes movement without looking the least bit like just another Ace bandage with straps. —JANE HERMAN



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