

Ultimo announce Spice Girl Mel B to be their new Face and Body

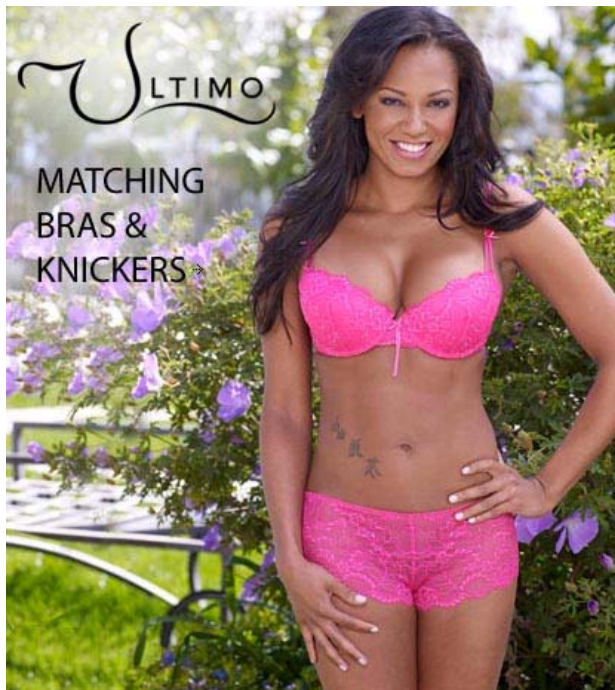
DEBENHAMS

Released on: May 13, 2008, 6:38 am

Press Release Author: [Debenhams](#)

Industry: [Apparel & Fashion](#)

Press Release Summary: Ultimo announce Spice Girl Mel B to replace Girls Aloud star, Sarah Harding, as the new Face and Body of Ultimo



Press Release Body: **Ultimo** announce **Spice Girl Mel B** to be the new Face and Body of **Ultimo**. Mel B will be replacing the Girls Aloud star Sarah Harding.

Mel said, "I am over the moon to become the **Face and Body of [Ultimo lingerie](#)**. When Michelle Mone asked me, I was ecstatic. I was so excited, but slightly nervous – I had never modeled lingerie before. The photo shoot in LA was fantastic. **Ultimo lingerie** gives you a superb shape and is so comfortable with sexy styles in every collection. I took every set

home with me”

Mel continued, “Being associated with **Ultimo**, the UK’s biggest designer lingerie brand, is an honor. The lingerie is stunning; there is something to suit every woman, from everyday bras to sexy fashion [Ultimo matching bras and knickers](#) and key lingerie solution garments. After taking part in Dancing with the Stars in the US and the Spice Girls World Tour I have never been in better shape so I jumped at the chance when Michelle asked me to become the **Face and Body of Ultimo**”

Michelle Mone, creator of Ultimo, stated that she was very excited about signing such a big star as **Mel B** to promote Ultimo, and said that she is looking take the brand onto another level. She commented that not only is **Mel B** a worldwide star but she is confident, sexy and outgoing – every attribute needed to become an **Ultimo** supermodel.

Michelle went on to say, “*Mel was fantastic to work with – she is absolutely gorgeous with a body to die for. I saw a picture of her in a bikini in Miami and had to sign her for Ultimo. The photoshoot was in a \$35 million hill top Beverly Hills mansion in Los Angeles, the views were breath taking and even more incredible with Mel in front of the camera*”.

Ultimo SS08 has been inspired by the glamour and vintage Art Deco charm of Miami Beach. Luxurious satin in mouth watering, juicy colours is paired with sleek leopard print embroidery along-side graphic embroidered collections delicately stitched in summer brights.

Notes to editors:
Credits must be used when printing any **Ultimo** images – this includes for future usage.
- All collections are available online at www.ultimo.co.uk
- Tel 0845 130 3232 for a brochure
- **Ultimo** is available from [Debenhams online store](#) as well as stores nationwide

Web Site: <http://www.debenhams.com/>

Contact Details: For further information contact:
Leona Irving
Debenhams
33 Wigmore Street

London
W1U 1QX

020 7529 0115
www.debenhams.com