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

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

/24-7PressRelease/ - LONDON, UK, May 15, 2008 - 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

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