

Michelle Mone unveils name of new brand

By [Barbara Santamaria](#) - 09 January 2018

Lingerie tycoon Michelle Mone's latest venture will launch in November this year, she announced on social media on Monday.





Photo: Michelle Mone, Twitter

Called 'Michelle Mone Intimates', the highly-anticipated new lingerie brand will relaunch Michelle Mone's lingerie career after a three-year hiatus.

The Scottish businesswoman, who founded the Ultimo brand with her then-husband Michael Mone in 1996, is widely recognised as one of the biggest names in the lingerie industry.

She resigned from the Ultimo board in 2015 after being reportedly "disappointed with the industry", but announced in November last year she plans to come back "with a bang".

On Monday, she wrote on Twitter: "Monday 8th Jan 2018 'Michelle Mone Intimates' has been born. Welcome lingerie team! We have 10 months until we launch to our customers. Let's get to work."

The new lingerie brand is expected to focus on bras and knickers, and reports said it will not be a joint venture with Mone's billionaire investor partner Douglas Barrowman.

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