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Michelle Mone: I've lost six stone and now I'll pose in my own lingerie

[Jan 8 2010](#) By Heather Greenaway

LINGERIE giant Ultimo have signed up their most exciting model yet - busty owner Michelle Mone.

The bra tycoon wants to show off her new superslim figure by stripping down to her undies as the new face of her multi-million-pound brand.

The entrepreneur, who has shed six stones, says she now has the confidence to follow in the footsteps of former Ultimo models Jenni Falconer, Rachel Hunter and Sarah Harding.

Michelle, who got an OBE in the New Year honours list, said: "I'll need to do a few sessions in the gym to tone up first but then I think I will be ready to flaunt what I've got in front of the camera.

"For the past few years I've felt like a whale when standing next to people like Jenni, Rachel and Sarah but now I think I could give most models a run for their money."

Michelle founded MJM in 1996 and three years later, the firm launched Ultimo, which is now one of

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the world's leading lingerie brands.

But bringing up three children and running a successful business took its toll on former model Michelle, who tipped the scales at 17 stone.

Now 11 stone, she dropped from size 22 to size 12 and puts it all down to her own TrimSecrets plan.

She said: "TrimSecrets is a herbal supplement designed by the wonderful Professor Jan de Vries.

"It aids weight loss by burning cellulite, speeding up metabolism and making you feel great.

"In conjunction with a healthy balanced diet, the tablets encourage healthy weight loss.

"We have just set up an interactive diet coach online, which gives free advice and recipes and allows you to keep track of your weight, without having to attend a weekly class. It's a great concept."

The plan has given her the confidence to strip off.

She added: "I used to stuff myself with Big Macs, chocolate and crisps.

"Now that I'm fit and active and my husband and kids feel like they've got a new wife and mother."

Michelle, a regular on The Apprentice spin-off show You're Fired, revealed her husband Michael doesn't want her to pose in her underwear.

She said: "I have never felt this good about myself. I'm 38 and looking sexier than I have in my life.

"I'm constantly saying that Ultimo's target market, women in their 30s and 40s, should have the confidence to wear nice underwear and strip off so it is only fair that I do the same.

"Dozens of papers and magazines have tried to get me in my undies but I just wasn't ready.

"This way, I can be the new face of Ultimo and split the fee I would have paid someone else between a breast cancer charity and a kids' charity.

"My husband is dead against it. I could see his point if my business was not underwear but it is, so I see no shame in it. I don't know what Sir Alan Sugar will make of it but I'm sure I will give him a giggle."

Slimline Michelle bought a whole new wardrobe of trendy outfits and Herve Leger body-con dresses after taking advice from pal Carol Vorderman.

She said: "She gave me some great tips."

Michelle went on: "An award from the Queen and a brand new me, 2010 is looking set to be a fab year."

TrimSecrets "Double Strength" (£14.95) and the interactive diet plan are now available online from www.trimsecrets.com.

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pogopat wrote:

Please Michelle spare us all the shock and horror - do not do it. We see and hear more than enough of you and your self obsessed, self centred, egoistic mug in the press as it is. We all got fed up with your friend Carol V and we are all more than fed up with you and have been for a long time ago. Please just do what you do best run your business and shut up

1. self-obsessed adj. The act of being constantly preoccupied with the thought of yourself and everything in this world that involves you or should involve you. A self-obsessed individual is someone who just can't help thinking and talking about themselves.

8/1/2010 9:10 AM GMT on dailyrecord.co.uk

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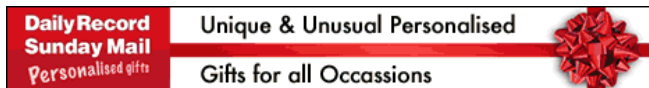
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