

# Tesco Exclusive Diamond Boutique Creates New Bra Innovation

Clothing at **TESCO**

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The Tesco exclusive lingerie brand, Diamond Boutique has unveiled a pioneering new bra design, The Limitless Bra, which can be worn a never-ending number of ways. This will be Tesco's most innovative lingerie invention ever to be introduced to stores throughout the UK.

The bra comes in several parts, including two cups and a selection of straps, giving its wearer the power to make it up 'DIY-style'. Each cup features 24 hook positions and the back strap another 28, making the [Limitless Bra](#) one of the first bra designs ever to offer limitless ways of wearing it.

MJM International, the producer of Diamond Boutique has taken over a year and hundreds of hours of testing to perfect the revolutionary bra created exclusively for Tesco customers. The product will retail at £16.00 and will be available in sizes 32-38 A-D in black and nude.

The bra's inventor Michelle Mone, co-founder of MJM International and creator of Diamond Boutique said; "Diamond Boutique is committed to meeting [women's lingerie](#) needs, which is why I'm so excited about this phenomenal new design. The Limitless Bra is unlike any other bra available on the market and



can be worn hundreds of different ways. Women will be thrilled to find out that this really does deliver every bra style they will ever need, plus some"

She added; "This is without doubt a 'must have' garment for every lingerie drawer and is the bra women have been waiting for. These days [fashion](#) is so experimental, it's often a hassle finding the right bra for the right outfit, any girl will tell you. But this bra can be easily constructed and adjusted to sit perfectly underneath any garment, with no straps showing and providing all the support your bust needs. It really is an unbelievable product."

Jan Marchant, Buying Director of [Tesco Clothing](#), said; "The Limitless Bra is the most innovative and unique lingerie design Tesco has ever seen and we're incredibly excited about offering it in store. The product offers incredible versatility and just by moving the straps around the edge of the cups women can create any bra style they want. We anticipate that the Limitless Bra will be a must-have for the Christmas party season and that Tesco shoppers will be racing to their nearest store to bag theirs."

Made from smooth micro-fibre material and available in black and nude, The Limitless Bra is invisible under any outfit. The Limitless Bra is available from Tesco stores nationwide and the [Tesco Clothing website](#).

ENDS

**About**

**Tesco:**

Tesco plc, a UK-based international grocery and merchandising retailer, is Britain's largest supplier and the world's third largest grocery retailer, by both global sales and domestic market share.

Founded as a food specialist in 1929, Tesco has now expanded into diverse areas such as flowers, books, music, clothes, gifts, telecoms and even baby buggies. The company employs over 250,000 people, operates 1,779 stores across Europe and Asia and serves over 15 million customers.

Images of Elen Rivas wearing the new Limitless Bra available on request

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