

Tesco Sign Elen Rivas To Diamond Boutique For Her First Ever Lingerie Campaign

Clothing at **TESCO**

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Tesco Clothing has signed Elen Rivas, the Spanish former fiancée of Frank Lampard, the Chelsea and England football star, to help show off the latest collection from Diamond Boutique, the luxury lingerie range available exclusively from 169 Tesco stores.

The 34 year old mother-of-two, who appears in a Spanish inspired-shoot for the supermarket giant, has been chosen to front the latest campaign in which she models the brand's new Christmas collection. Her pictures will appear in Tesco stores throughout the UK and online through the [Tesco Clothing](#) site.

This is Elen's very first [lingerie](#) campaign and her first-ever modeling assignment, but Elen looks confident and relaxed as she poses seductively in a Spanish villa, flaunting her womanly curves and dazzling smile, wearing the luxurious new [Diamond Boutique](#) designs.



Elen, who has also made several TV appearances on GMTV this year, said; "I was so delighted when Michelle Mone asked me to front the new Diamond Boutique campaign. I was at first daunted, but I had so much fun on the shoot and I'm so pleased with the final results. I've never modeled before and after two kids I wasn't sure how the pictures would look, but I'm very proud of them."

She added; "Diamond Boutique delivers everything a designer brand should. The designs are elegant, stylish and fit to perfection. What's more, even if you buy the entire collection you won't feel guilty as it's so easy on the pocket. I wear the range every day, whether I'm off to the supermarket or glamming up for a night out."

Michelle Mone, creator of the Diamond Boutique range, said; "Elen looks beautiful in the new collection. She has a fantastic personality that shines through and I think women will really relate to her. Not only is she a mother, but she's incredibly down to earth and exudes an inner confidence and sensuality like only a Spanish senorita can."

Michelle added; "The new Diamond Boutique range sparkles from every direction. It's the perfect Christmas collection and the purse-friendly prices mean that everyone can have a slice of luxury in their lingerie drawer this season."

Terry Green, CEO of [Tesco Clothing](#), said; "The new Diamond Boutique Christmas collection is incredibly luxurious, but continues our focus on value with prices starting from just £7.00. Elen is a great signing for the brand and proves that budget lingerie can look just as good as expensive designer lingerie."

Available from a purse-friendly £7.00, the new Diamond Boutique Christmas collection comes in sizes 32A to 38D for bras and 8-18 for briefs crafted from silks, satins and lace. The new collection is available from Tesco stores nationwide and online.

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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.

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