

Lingerie brand Ella Vine seeking investors

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01 JUNE 2017 - Ella Vine is a new lingerie brand from London disrupting the lingerie market with its innovative products. The brand invented world's first poppy suspenders and poppy stockings, which attach easily and quickly via poppers, replacing traditional fastening and making it easier for the user. This proves to be a hit among its customers who coined the term poppy suspenders. Ella Vine holds the design rights for the invention.

Among a host of lingerie collections the brand also offers bras with sewn in semi-precious healing stones, like rose quartz and tiger's eye, which energetic vibrations work specifically with heart chakra and solar plexus chakra, boosting user's energy centres on many different levels.

The brand has been founded by Ella Vine, a well known political and charity activist, chess champion, psychic medium and a former plus size model, with an online store opening on the 24th April and within a month it has made in roads to a beauty pageant. Ella Vine dressed in her lingerie all 20 finalists of Miss Poland in the UK & Ireland 2017 for a gala in prestigious Sheraton Skyline Hotel in London.

Ella explains how she has created the brand and the innovative products: "I have to wear compression hosiery for medical reasons and invented poppy suspenders simply because the traditional fastening was too difficult and it took too long to attach stockings to a suspender belt. I wanted to help not only myself, but also other women. Now I can also attach hold ups to a suspender belt, which gives it extra comfort and staying power. It took me two years and many prototypes of different fastenings until I arrived at the simplest solution – poppers. The simple is often the best. That's how Ella Vine brand was born."

"The idea for crystal bras came in a meditation. I meditate daily and I'm a psychic medium and use those abilities in business. Many women wear healing stones in their bra and I wanted a solution that is more practical than that".

Ella's business way mirrors very well her style of playing chess: bold, tactical and goal orientated, confidently entering with new solutions and disrupting the market. Ella has in sight new goals: she is looking for equity investors and partnerships to elevate the brand to a new level. Watch the space.