

FW24 Press Release

Montelle Intimates Fall/Winter 2024 Collection

As Montelle hits a major milestone, get ready for a stunning collection that marries a feminine aesthetic with lush, rich hues, inviting women to embrace, love, and discover every facet of their being.

Montreal, Canada – December 19, 2023 – This year marks a monumental milestone for Montelle as we proudly celebrate three decades of exquisite craftsmanship and enduring style. This FW24 collection is a love letter to our community, expressing our pride for curated craft, impeccable design, and unwavering support – shining stars across the board.



This season is a heartfelt tribute to our incredible retailers and customers, for their love, commitment, and passion. Your remarkable support is the cornerstone of our success. Thank you for being the heartbeat of our brand.

With a milestone such as this one, comes change – but only the good kind. The FW24 collection represents our collective desire for feminine comfort, classic revivals, and delicate details. Experience the sexy lingerie scene of this season with us as “lace and sheer are used as a focal point”, says Designer Maude Berlinguette.

Our color palette this season is everything you could dream of and so much more; get ready to dive into a world of Parisian pinks, oceanic blues, rich seductive hues, and bright energizing shades.



Surf, a rich shade of Moroccan teal, continues to make a bold statement. Paired with Surf, Mint emerges as a refreshing pale green. Bringing a touch of calm and sophistication, Purple Cloud, a cool shade of purple gray, evokes a sense of luxury. Sapphire brings electricity to the collection with its rich electric blue, while Cranberry, a vintage dark fuchsia, adds warmth and nostalgia. Rose, paired with Cranberry, creates a fun and feminine contrast of pinks. Lotus, a muted gray-pink, brings a sense of luxury and harmony to our timeless Anniversary collection, while Bloom gives a romantic and sensual contrast to our Dolce Vita collection. Closing off the palette with drama and regality, Empire, a deep navy blue, is introduced.

NEW COLLECTIONS

Introducing our new Fashion collections, Botanical and Dolce Vita – the showstoppers of the season. Dolce vita, a collection resembling a Parisian romance, perfectly contrasts the timeless black and playful pink. The lace, embellished with contrast edging, beautifully accentuates the intricate inserts, necklines, keyholes, and open backs. These seemingly small details elevate the entire collection to be worn confidently as underwear and outerwear. Designed to be showcased under sheer blouses, low neckline dresses, jackets or oversized blazers, every piece in Dolce Vita promises to make a bold statement that extends effortlessly from the bedroom to your everyday wardrobe.

To make this season even more breathtaking, the Botanical collection enters with its rich and deep jewel hue, enhanced by the subtle shine within the lace – making this collection an absolute must-have for the holiday season. These daring styles, adorned with flowers and textured lace, strike the perfect balance between rich vintage and romantic simplicity.



Last, but certainly not least... back for a second holiday season and here to stay, Lacy Essentials in Sweet Red. Featuring feather-like lace, delicate shimmer and the sexiest, stimulating red hue, this collection is impossible to resist.



NEW FRAMES

We are very excited to introduce our newest release, the Balconette Spacer. Crafted as the charming younger sister to the beloved Spacer Bra, this new arrival caters to both a younger clientele and those with smaller busts. It resembles the same airy cups and soft elastic edging as the Spacer, but we've adding a touch of luxury with a geo mesh back and a smaller ring attachment. Available in band sizes from 30 to 38 and cup sizes from A to F



With our 30-year anniversary, comes something else that we're very proud and excited to reveal...

Our new Montelle logo. Evolving alongside our brand, this new and welcome change reflects our ever-enduring passion and commitment to keeping Montelle fresh, modern, and iconic. We can't wait to share this exciting new chapter with you.

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I N T I M A T E S

About Montelle Intimates Inc.

Based in Montreal, Canada, Montelle Intimates Inc. has been designing and manufacturing women's intimate apparel since 1994. Staying at the forefront of the market trends and consumer demand allows Montelle's experienced team to ensure carefully curated collections are designed with strong attention to detail alongside a commitment to superior customer service. Together, Montelle, Fleur't, Rya Collection, Inej, and Q-T, proudly present a comprehensive offering of contemporary lingerie, loungewear, sleepwear, ready-to-wear and shapewear. The brands under the Montelle Intimates umbrella are currently available in fine lingerie boutiques, select retailers, and online throughout Canada, United States and Europe.

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