

Megan Fox tapped to front revamped lingerie brand Frederick's of Hollywood

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Megan Fox has signed on as a brand ambassador for Frederick's of Hollywood. Photo: Reuters / Not-For-Syndication

Megan Fox has been tapped to front campaigns for lingerie brand Frederick's of Hollywood.

The American actress has signed on as a brand ambassador for the company, which is seeking to reassert itself in the intimate apparel market after being purchased by Authentic Brands Group (ABG) in June 2015 for US\$22.5 million (\$31m) following a filing for bankruptcy.

Along with appearing in the marketing imagery, the *Transformers* star has become a stakeholder and creative partner in the business.

"I've been reluctant in the past to work with brands because there's a lot of politics behind it and it's a big deal to lend your name and image to something," she told *WWD*. "But by offering me ownership in the company and some creative say, it gives me an opportunity to be passionate about what I'm promoting."

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As part of the deal, the 30-year-old will also design a capsule collection for Frederick's, which will be available late next year.

ABG president and chief marketing officer Nick Woodhouse said Fox is a natural fit for the brand, and is glad she was willing to show her commitment to the business by becoming a partner.

"Megan is a global superstar. She does a great job of exuding sexiness without being overt, but she also has strong views on business and fashion," he said.

"We thought we should bring her on as a true partner so it's not just a transactional relationship. This is a long-term play."

Since acquiring Frederick's, ABG has put a focus on attempting to reposition the brand within the market and has made a deal with Bendon to manufacture the garments and operate the e-commerce site.

Accordingly, Woodhouse is hoping to get the line stocked in more department stores and open mono-brand stores within the next couple of years.

"It's still got sexy overtones, but it's a little bit more demure and broad in its appeal," he explained.

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