

VICTORIA'S SECRET

PRESS ROOM / EXCLUSIVELY FOR THE MEDIA

THIS JUST IN: SEPTEMBER 16, 2015

VICTORIA'S SECRET REVEALS THE 2015 WHAT IS SEXY? LIST

As the purveyor of all things sexy, Victoria's Secret announces the **2015 What Is Sexy? List** honoring the hottest and most inspiring women in Hollywood who embody a confident and aspirational lifestyle. From Sexiest Style to Sexiest Red Carpet Look, the women who made the list are all sexy, bold, and powerful:

Sexiest Actress: Rachel McAdams

Sexiest Style: Olivia Palermo

Sexiest Legs: Taylor Swift

Sexiest Hair: Chrissy Teigen

Sexiest Bikini Body: Beyoncé

Sexiest Smile: Lily James

Sexiest Eyes: Margot Robbie

Sexiest Lips: Jessica Biel

Sexiest Sense of Humor: Ellie Kemper

Sexiest TV Cast: How to Get Away with Murder

Sexiest Songstress: Arianna Grande

Sexiest International Import: Felicity Jones

Sexiest Film Cast: Magic Mike XXL –

Jada Pinkett Smith, Elizabeth Banks & Amber Heard

Sexiest Red Carpet Look: Emma Stone

Sexiest Breakout Star: Nathalie Emmanuel

Forever Sexy: Rihanna

To complete the 2015 list, Victoria's Secret asked fans via Twitter for their Sexiest picks. This year's Fan Vote Category Winners, include:

Sexiest City: San Diego, California

Sexiest Selfie: Anna Camp

Sexiest Social Star: Tess Christine

As this year's Sexiest City, the city of San Diego will be rewarded with a special visit from **Victoria's Secret Angel Martha Hunt**.

"Victoria's Secret is the authority on sexy," said President and CEO Sharen Turney. "We're excited to celebrate the sexiest women in fashion, film, and television by revealing our **2015 What Is Sexy? List**."

Inspired by the **What Is Sexy? List**, Victoria's Secret also celebrated the launch of the new **So Obsessed Bra** and the **Forever Sexy Fragrance**.

The new **So Obsessed Push-Up Bra** gives a little extra lift for some serious, sexy cleavage. The collection is available in sizes A to DD and comes in an array of colors and prints including Jade Garden, Gossamer Pink, and Timeless Leopard. The bra's memory foam padded cups provide all-over shape, while the embedded underwire guarantees comfort. **The So Obsessed Bra** retails from \$49.50 to \$54.50.

The Forever Sexy Fragrance is a little bit playful, a lot provocative, and always sexy. Its unique combination of Belladonna Orange, Solar Gardenia, and Golden Amber create a warm and seductive fragrance anchored deep in sensuality. The covetable corseted bottle is instantly recognizable with pink and black details that are inspired by the brand's iconic lingerie. The **So Obsessed Bra** and **Forever Sexy Fragrance** collections are available exclusively at Victoria's Secret stores, in the catalogue, and www.VictoriasSecret.com.

Victoria's Secret invites you to view all that is sexy and the full 2015 What Is Sexy? List at: **VictoriasSecret.com/what-is-sexy**, **Facebook.com/VictoriasSecret**, **@VictoriasSecret** on Twitter and Instagram with **#WhatIsSexy**

About Victoria's Secret

Victoria's Secret is the leading specialty retailer of lingerie and beauty products, dominating its field with modern fashion-inspired collections, prestige fragrances and body care, celebrated supermodels and world-famous runway shows. A business of Limited Brands (NYSE:LTD), its more than 1000 Victoria's Secret Lingerie and Beauty stores, the catalogue and VictoriasSecret.com allow customers to shop the brand anywhere, anytime, from any place.

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VICTORIA'S SECRET

FOREVER SEXY

Forever Victoria's Secret.

LAUNCH: SEPTEMBER 15, 2015



A little bit playful, a lot provocative. Always sexy.

Pink with black, all tied up.

Instantly recognizable, universally covetable.

Forever Sexy.

In creating this fragrance, our perfumers were inspired by the duality of the corset—the interplay of delicacy and strength. The end result is Forever Sexy, a unique combination of weightless florals and provocative warmth.

Italian Belladonna Orange sparkles with energy. A hint of Creamy Coconut gives Solar Gardenia and Jasmine Petals an ethereal effect.

Our Golden Amber accord—a VS exclusive—blends with woody notes to anchor the fragrance in deep sensuality. Warm and seductive, Forever Sexy has a second-skin effect that's undeniably addictive.

VICTORIA'S SECRET

FOREVER SEXY

Forever Victoria's Secret.

Because sexy is always the perfect accessory.

LAUNCH: SEPTEMBER 15, 2015



THE COLLECTION

EAU DE PARFUM, \$78/3.4 oz, \$58/1.7 oz

ROLLERBALL, \$18/.24 oz

Forever Sexy. Forever Victoria's Secret.

FRAGRANCE LOTION, \$25/8.4 oz

Luxe lotion for rich moisture and sensual scent.

FRAGRANCE MIST, \$25/8.4 oz

Sheer fragrance mist offers a lighter rendition of the sensual scent.

FRAGRANCE FAMILY: Warm

NOTES: Belladonna Orange, Solar Gardenia, Golden Amber

WE LOVE...

The combination of delicate tulle and ultrasexy corset lacing up the back of the bottle. Inspired by our lingerie, it's seductive, flirty and totally iconic.

FUN FACT:

Our exclusive Golden Amber accord is one of the most expensive ingredients in a perfumer's palette, giving this fragrance a luxe, sultry warmth.





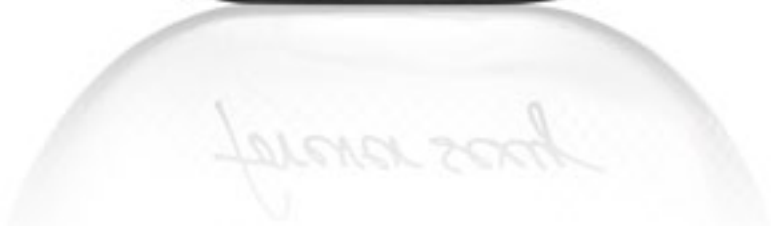
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FRAGRANCE LOTION
LOTION PARFUMÉE
e 100 ml/3.4 fl oz

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FRAGRANCE WASH
GEL NETTOYANT PARFUMÉ
e 100 ml/3.4 fl oz



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FRAGRANCE MIST
BRUME PARFUMÉE

e250 ml/8.4 fl oz



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EAU DE
PARFUM