

CONCEPT

VERY SEXY NOW

Feel the heat.

LAUNCH: MARCH 18, 2016



THE STORY

Bare on the beach. The sun dipping into turquoise waters. A tropical island paradise. Think: Coconut Water and lush fruits. Pink Lotus floating on an ocean breeze. White Musks and Warm Sand Accord—the sensuality of sun-kissed skin. It's an exotic seduction: Very Sexy Now.

For the much-anticipated 2016 edition of Very Sexy Now, we took spring's hottest notes to capture the essence of a sexy summer island escape.

VICTORIA'S SECRET

VERY SEXY NOW

Feel the heat.

Warm. Seductive. Exotic. A sultry island escape inspires our sexiest summer scent.

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THE COLLECTION

FRAGRANCE FAMILY: Fruity Floral

NOTES: Coconut Water, Pink Lotus, Warm Sand Accord

EAU DE PARFUM, \$68/3.4 oz, \$52/1.7 oz
Feel the heat.

FRAGRANCE LOTION, \$25/8.4 oz
Silky, fragrant softness.

FRAGRANCE MIST, \$25/8.4 oz
A lighter touch of fragrance.

MINI MIST, \$15/2.5 oz
On-the-go scent.

FUN FACT:

A vanilla infusion and sensuous white musks give this scent a sexy, second-skin effect.

WE LOVE...

How the jewel-like cap is the same rich blue as tropical island waters. And the way the tassel adds a touch of boho-chic.





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SECRET

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EAU DE PARFUM
SPRAY/VAPORISATEUR

A rectangular, vibrant blue perfume bottle with a gold-colored spray nozzle. The bottle has a gold-colored rectangular label in the center with the text "VICTORIA'S SECRET" in white. Below this, the words "VERY SEXY NOW" are printed in a pinkish-red color. At the bottom of the bottle, the text "FRAGRANCE MIST" and "BRUME PARFUMÉE" are printed in white, followed by the volume "e 75 ml/2.5 fl oz" in white. The bottle is set against a plain white background with a subtle reflection at the base.

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FRAGRANCE MIST
BRUME PARFUMÉE

e 75 ml/2.5 fl oz

A white, rectangular perfume bottle with a gold pump dispenser. The bottle has a gold rectangular label in the center with the text 'VICTORIA'S SECRET' in white. Below this, the words 'VERY SEXY NOW' are printed in pink, followed by 'FRAGRANCE LOTION' and 'LOTION PARFUMÉE' in black. At the bottom, the volume 'e 250 ml/8.4 fl oz' is printed in gold. The bottle is set against a white background with a subtle reflection at the base.

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FRAGRANCE LOTION
LOTION PARFUMÉE

e 250 ml/8.4 fl oz