

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

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

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.





VICTORIA'S  
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 red, followed by "FRAGRANCE MIST" and "BRUME PARFUMÉE" in white. At the bottom, the volume "e 75 ml/2.5 fl oz" is printed in white. The bottle is set against a plain white background with a subtle reflection at the base.

VICTORIA'S  
SECRET

VERY SEXY  
NOW

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 label in the center with the text 'VICTORIA'S SECRET' in white. Below the label, 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.

VICTORIA'S  
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FRAGRANCE LOTION  
LOTION PARFUMÉE

e 250 ml / 8.4 fl oz