

# VICTORIA'S SECRET LOVE

*Our new iconic fragrance for next-gen Angels.*



## THE STORY

*Love* is inspired by our Angels' love stories: the excitement, the happiness, the crazy things it made them do. *Love* inspired us because the experience is universal—their stories are *your* stories, too. So, how do you capture *Love* in fragrance?

Our perfumers started with something unabashedly feminine: a watery fusion of crisp fruits and playful blooms. Sparkling Juniper Berries and lush Green Mango combine for a bright, aromatic introduction. At the heart of the fragrance, sweetly-scented Fig and petally florals—including Apricot Blush—add a playful touch of sexy.

To give *Love* iconic signature, our perfumers took an unexpected turn...to the masculine. Inspired by the sensual scent of a guy's t-shirt just after he's taken it off, they created our exclusive Boyfriend Tee accord: airy, fresh ozonic notes with a unique blend of blondewoods and skin-hugging musk. It's a little bit of him, sexier on her.

#

*Love* by Victoria's Secret. What will it make *you* do?

##lovemademedoit

# LOVE

*Our iconic new fragrance for next-gen Angels.*

Fresh air, blush blooms and boyfriend tees.  
That's what Love smells like.

**LAUNCH: SEPTEMBER 5, 2017**



## THE COLLECTION

**FRAGRANCE FAMILY:** Fresh

**NOTES:** Fresh Juniper, Apricot Blush, Boyfriend Tee

EAU DE PARFUM, \$68/3.4 oz, \$52/1.7 oz  
EAU DE PARFUM ROLLERBALL, \$18/.23 oz  
So obsessed.

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

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

FRAGRANCE WASH, \$25/8.4 oz  
Frothy, fragrant cleansing.

FRAGRANCE CREAM, \$30/6.7 oz  
Rich, fragrant moisture.

SOLID FRAGRANCE, \$18/.21 oz  
*available 9.26.17, not pictured*  
Portable, adorable.

**FUN FACT:**

Inspired by the sensual scent of a guy's t-shirt just after he's taken it off, our exclusive Boyfriend Tee accord is a little bit of him, sexier on her.

**WE LOVE...**

Our signature Victoria's Secret heart. Commissioned for the Love fragrance logo, the crossed tail plus the body of our logo heart is a graphic expression of "xo."

For questions and all press related inquires, please contact [VSB@blueskypr.com](mailto:VSB@blueskypr.com).

















VICTORIA'S  
SECRET



**LOVE**

*eau de parfum*

VICTORIA'S  
SECRET 

 LOVE

*eau de parfum*

EAU DE PARFUM  
e 100ml / 3.4 fl oz



VICTORIA'S  
SECRET 

LOVE

VICTORIA'S  
SECRET

LOVE

SOLID FRAGRANCE  
PARFUM SOLIDE  
e 6g/.21oz

A clear, faceted glass bottle of Victoria's Secret Love fragrance mist. The bottle has a black cap and a white label. The liquid inside is a light, peachy color. The label features the brand name and the product name.

VICTORIA'S  
SECRET 

 **LOVE**

FRAGRANCE MIST  
BRUME PARFUMÉE

e250ml/8.4 fl oz



VICTORIA'S  
SECRET 

 **LOVE**

FRAGRANCE LOTION  
LOTION PARFUMÉE

e250ml/8.4fl oz



VICTORIA'S  
SECRET 

 **LOVE**

FRAGRANCE WASH  
GEL NETTOYANT PARFUMÉ

e250ml/8.4 fl oz

A clear glass perfume bottle with a black cap, containing a light-colored liquid. The bottle has a white label with the text 'VICTORIA'S SECRET' and a heart icon, and 'LOVE' with a heart icon.

VICTORIA'S  
SECRET 

 **LOVE**