

VICTORIA'S SECRET

PRESS ROOM / EXCLUSIVELY FOR THE MEDIA

THIS JUST IN...OCTOBER 5, 2017

VICTORIA'S SECRET AND BALMAIN PARIS ANNOUNCE EXCLUSIVE COLLECTION TO BE AVAILABLE ON NOVEMBER 29TH

Victoria's Secret announces a limited-edition capsule collection: VS x BALMAIN. Olivier Rousteing, the Creative Director from the historic Parisian fashion house, has designed an offering that looks to the sexy, modern silhouette that Victoria's Secret is known for, while incorporating Balmain's instantly identifiable style. The collection builds upon the house's couture legacy while reflecting the way women want to dress today.

The collaboration marks the first time that the lingerie retailer has partnered with a luxury brand to create an exclusive collection. Rousteing has also designed a section for the 2017 **VICTORIA'S SECRET FASHION SHOW**, which will debut on the runway this November. The exclusive VS x BALMAIN capsule collection will feature looks from the runway and will be carried in select Victoria's Secret stores and on VictoriasSecret.com, beginning November 29th.

THE VICTORIA'S SECRET FASHION SHOW will be filmed in Shanghai, China, and will be broadcast Tuesday, November 28th (10:00-11:00 PM, ET/PT) on the CBS Television Network.

#VSxBALMAIN

Victoria's Secret Press Contact:

Jena Bauer
Jbauer@victoria.com

KCD Press Contacts:

Alexa Kopel
Kopel@kcdworldwide.com

Kate Alper
Alper@kcdworldwide.com

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