

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.

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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.















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

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, octagonal 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 the word 'LOVE' with a heart icon.

VICTORIA'S
SECRET 

 **LOVE**