









VICTORIA'S SECRET BOMBSHELL

There's a Bombshell in every woman.

NEW
LOOK



THE STORY

What does it mean to be a Bombshell? It's embracing who and what you are. It's being empowered in where you stand and using your voice. It means being totally, unapologetically YOU.

Sparkling and fresh, America's No. 1 fragrance is a timeless mix of fresh-cut flowers and afternoon sun.

Citrus notes and Brazilian Purple Passion Fruit start the fragrance off with bright, exotic sparkle.

The heart of the fragrance blooms with clean, petally Shangri-la Peony from Tibet and creamy-sweet Madagascan Vanilla Orchid.

But it's Italian Sunstruck Pine that gives Bombshell its inimitable aromatic twist. Previously reserved for mens fragrances, but pioneered for women with the creation of Bombshell, the note is captured at the moment the Ligurian Pine is warmed by the afternoon sun.

It's a new day. A new time. A new look for Bombshell.

FROM THE PERFUMER

"Bombshell is a celebration of being totally, unapologetically yourself. The blooming heart is Bombshell's signature floral: Peony, shining in an exotic burst of fruity sparkle."

— Master Perfumer, Adriana Medina

INGREDIENT SPOTLIGHT

SHANGRI-LA PEONY: Discovered in the Asian region known as Shangri-La, this bloom has a refreshing and tender scent with a mouth-watering fruitiness.

PURPLE PASSION FRUIT: Originating in the jungles of Brazil, the note has a sweet, yet bright tartness

VANILLA ORCHID: Native to Madagascar, this rare and protected orchid has a spicy-floral quality.

VICTORIA'S SECRET BOMBSHELL

There's a Bombshell in every woman.

Bold & confident. A sparkling mix of fresh-cut Peonies and exotic fruits in the afternoon sun.

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THE COLLECTION

FRAGRANCE FAMILY: Fruity Floral

NOTES: Purple Passionfruit • Shangri-la Peony • Vanilla Orchid

EAU DE PARFUM, \$78/3.4 oz, \$58/1.7 oz
EAU DE PARFUM ROLLERBALL, \$18/.23 oz

Our most concentrated, pure version of the fragrance.

FINE FRAGRANCE MIST,
\$25/8.4 oz, \$15/2.5 oz

A lighter touch of fragrance.

FINE FRAGRANCE LOTION,
\$25/8.4 oz

Silky, fragrant softness. Layer with Eau de Parfum or mist for the longest lasting fragrance experience.



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EAU DE PARFUM

VICTORIA'S



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EAU DE PARFUM

VICTORIA'S SECRET

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VICTORIA'S
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BOMBSHELL



VICTORIA'S
SECRET

BOMBSHELL

FINE FRAGRANCE MIST
BRUME PARFUMÉE DE LUXE

e250mL/8.4fl oz



VICTORIA'S
SECRET
BOMBSHELL

FINE FRAGRANCE MIST
BRUME PARFUMÉE DE LUXE

e75mL/2.5fl oz



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FINE FRAGRANCE LOTION
LOTION PARFUMÉE DE LUXE

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STORY

VICTORIA'S SECRET

BOMBSHELL SEDUCTION

NEW
LOOK

"A Bombshell embraces who & what she is."

—Irina Shayk



THE STORY

The sensual side of Bombshell: Bombshell Seduction.

Mysterious & irresistible. A sheer veil of white florals and skin-like warmth.

Inspired by the sensuality of our signature ribbon, our perfumers designed the fragrance to evoke the cool touch of satin on bare skin. French Sage opens the fragrance with an airy, refreshing feel.

A duo of white florals make up the glowing floral heart: White Peony and creamy Tuberose.

Velvet Musk adds sexy, skin-like warmth, a sensual end-note to this sheer beauty.

FROM THE PERFUMER

"In crafting this fragrance, I wanted to showcase the intoxicating White Peony by pairing its lush, airy floracy with the soft-as-skin sensuality of velvety musk."

— Master Perfumer, Adriana Medina

INGREDIENT SPOTLIGHT

WHITE PEONY: Strongly fragrant, their dewy, lush scent offers a modern floralcy, for a luminous sensation of glowing petals.

SAGE: This textural herb is fresh yet calming, with a bright, aromatic essence that's clean and inviting.

VELVET MUSK: This sensual, warm note has a softness that melts into each woman's skin differently to enhance her natural allure.

For questions and all press related inquiries, please contact kim@farringtonpr.com

VICTORIA'S SECRET

VICTORIA'S SECRET BOMBSHELL SEDUCTION

Mysterious & irresistible.
A sheer veil of White Peonies and skin-like warmth.

NEW
LOOK



THE COLLECTION

FRAGRANCE FAMILY: Floral Oriental

NOTES: Sage • White Peony • Velvet Musk

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SEDUCTION

EAU DE PARFUM

VICTORIA'S SECRET

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VICTORIA'S SECRET

BOMBSHELL INTENSE

NEW
LOOK

*"A Bombshell is a boss.
She's empowered & authentic."*

—Joan Smalls



THE STORY

Our most provocative Bombshell yet.

Inspired by the perfect red, Bombshell Intense embodies all the color implies. Lush Cherry, creamy and bright. Velvety Red Peony for a rich, saturated take on Bombshell's signature, petally floral. Sultry Vanilla wraps the fragrance in decadent warmth. Power, strength, glamour, passion...Bombshell Intense.

FROM THE PERFUMER

"Power. Strength. Intensity: This fragrance captures the power of the color red. I built it around a heart of lush Cherry and Red Peony to surround the wearer in rich ribbons of crimson petals."

— Master Perfumer, Adriana Medina

INGREDIENT SPOTLIGHT

LUSH CHERRY: This decadent note blends an almost almond-like creaminess with a pop of maraschino cherry.

RED PEONY: Deep, saturated and bold, this crimson variety turns heads with an intense floral signature.

SULTRY VANILLA Sourced from Madagascar, the warm gourmand note lends a rich, sensual glow to the fragrance.

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VICTORIA'S SECRET

VICTORIA'S SECRET BOMBSHELL INTENSE

Provocative & powerful.
A decadent blend of dark fruits and deep florals.

NEW
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THE COLLECTION

FRAGRANCE FAMILY: Chypre Fruity Floral
NOTES: Lush Cherry • Red Peony • Sultry Vanilla

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