

VICTORIA'S SECRET

Victoria's Secret Launches Designer Collaboration: Atelier Victoria's Secret x Altuzarra

The ready-to-wear collection features limited-edition styles that unite Victoria's Secret's iconic glamour with Altuzarra's elevated womenswear design and modern femininity.

NEW YORK, NY, Friday, February 14, 2025 – Today, **Victoria's Secret** announced the launch of Atelier Victoria's Secret x Altuzarra, the first in a series of limited-edition collections created in partnership with celebrated womenswear designer Joseph Altuzarra – Victoria's Secret's first-ever designer in residence. The collaboration champions Altuzarra's masterful craftsmanship and Victoria's Secret's enduring legacy - introducing a collection that embodies strength, sophistication, and effortless allure. With the launch of this collaboration, Victoria's Secret marks the beginning of its expansion into ready-to-wear styles for Victoria's Secret's customers.

The Atelier Victoria's Secret x Altuzarra ready-to-wear collection is complemented by Victoria's Secret new and improved **Very Sexy intimates collection** with the campaign styled by the esteemed Emmanuelle Alt. Lensed by acclaimed photographer Lachlan Bailey and featuring remarkable talent including Blésnya Minher, Devyn Garcia, Imaan Hammam and Paula Soares, the campaign embodies the effortless sophistication and modern glamour of the collection.

The Spring 2025 Atelier Victoria's Secret x Altuzarra collection is composed of eleven meticulously designed styles. For the first iteration of this partnership, Altuzarra concentrated on cornerstone pieces — the blazer, the shirt, the pant, the slip dress — styles that are versatile and elegant. The collection draws heavily from the intimate language of **lingerie**, blending delicate details with sharp, tailored silhouettes: a satin coat features crystal-encrusted bra straps sewn into the lining, allowing it to be worn off the shoulders, while a knit three-piece set is adorned with hook-and-eye closures that can be unfastened for a deliberately undone look. The **slip dress** is a deconstructed ode to 1930's lingerie, its bias-cut silhouette adorned with rows of tiny fabric buttons and delicate lingerie straps.

Launching in tandem with the collaboration, Victoria's Secret's all new Very Sexy collection features the brand's sexiest demi-bra yet, the Very Sexy Lightly Lined Demi Bra, alongside sleek slips, corsets, skirts and more – designed to complement the ready-to-wear foundational wardrobe of Atelier Victoria's Secret x Altuzarra and embody a woman who is confident, sophisticated, and undeniably modern.

"We're so excited to introduce the Atelier Victoria's Secret x Altuzarra collection styled with a brand new Very Sexy collection. Merging Victoria's Secret's expertise in intimates with Altuzarra's renowned creation of ready-to-wear styles allows us to offer a complete outfitting experience to our customers that embodies timeless glamour and sophistication like never before."
- VS Design Spokesperson

"I am thrilled to unveil the first capsule collection for Atelier Victoria's Secret x Altuzarra. With this partnership, I wanted to bring my design perspective to a brand known for celebrating femininity and sensuality. The collection reflects the craftsmanship and attention to detail at the heart of my work. I focused on pieces that felt effortless and sensual, and imbued them with subtle elements of discovery -- classic wardrobe styles, but always with a twist." - Joseph Altuzarra

The Atelier Victoria's Secret x Altuzarra collection ranges in price from \$95.00-\$500.00 and is available in sizes XS-XL. The collection will be available online beginning Thursday, February 20th and in select retail locations nationwide and internationally. Additionally, new seasonal Atelier Victoria's Secret x Altuzarra collections are set to launch throughout the year.

Notes to Editors:

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Victoria's Secret & Co. (NYSE: VSCO)

is a specialty retailer of modern, fashion-inspired collections including signature bras, panties, lingerie, casual sleepwear, athleisure and swim, as well as award-winning prestige fragrances and body care. VS&Co is comprised of market leading brands, Victoria's Secret and Victoria's Secret PINK, that share a common purpose of supporting women in all they do, and Adore Me, a technology-led, digital-first innovative intimates brand serving women of all sizes and budgets at all phases of life.

We are committed to empowering our more than 30,000 associates across a global footprint of approximately 1,380 retail stores in approximately 70 countries. We strive to provide the best products to help women express their confidence, sexiness and power and use our platform to create connection and community while celebrating the extraordinary diversity of women's experiences.

To learn more about Victoria's Secret, please visit [VictoriasSecret.com](https://www.victoriasecret.com).

For the latest Victoria's Secret press information & images visit: <https://www.vspressroom.com>

Altuzarra

Altuzarra is a fashion house founded by Joseph Altuzarra in 2008. Inspired by his French, American, and Chinese heritage, the brand reflects a rich blend of cultural perspectives and a deep appreciation for artistry and craftsmanship.

Altuzarra creates ready-to-wear and accessories collections defined by a modern, feminine, and polished aesthetic. Each piece is designed with an appreciation of how women live and the many roles they embody, balancing individuality, versatility, and innovation.

Storytelling is at the heart of Altuzarra. The brand is deeply inspired by literature, painting, cinema, theater, and other forms of creative expression. These influences shape collections that feel both timeless and relevant, rooted in art, print, and the celebration of individuality.

For further information, please contact:

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A woman with short hair, wearing a white, sleeveless, high-cut dress, stands on a balcony. She is looking back over her shoulder towards the camera. The balcony has a white balustrade with decorative balusters. In the background, there are large trees and a clear sky. A swimming pool is visible in the bottom left corner. The overall scene is bright and sunny.

Atelier

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