



VICTORIA'S SECRET

Client: Victoria's Secret

Project: one (1) single-page print ad to get women of all shapes and sizes to wear and feel sexy in Victoria's Secret lingerie and clothing.

History/Background: Victoria's Secret was founded by Roy Raymond on June 12, 1977.

Raymond got the idea for Victoria's Secret when he tried to purchase lingerie for his wife. All he saw was inelegant and shabby clothing, and he felt embarrassed. He decided to study the lingerie market, and after eight years, founded a company where men could feel at ease walking in and purchasing lingerie.

The first location was in Palo Alto California. Just in its first year, Victoria's Secret grossed \$500,000.

Victoria's Secret now has 1,017 company-owned stores and 18 independently owned stores in the United States, Canada, United Kingdom, China and Israel. Products included are their lingerie Pink, swimwear, clothes, beauty, and even music CDs.

Purpose: To reinvent the concept of lingerie. We want customers to feel sexy and empowered when they wear our line.

Target Audience: Women, ages 18-35 and men purchasing for women; middle-class, educated women. PINK Collection is geared toward high school girls and teens.

Wearing Victoria's Secret makes young girls and women feel beautiful, special and worthy.

Substantiation/Reason to Believe: Victoria's Secret has become a very reputable brand that offers a self-esteem boost to women. This line of clothing and lingerie is meant for women who are XS to women who are XL. This line is unique and sexy and can be used for more than just that "special occasion".

With fragrances, lotions, apparel and accessories, Victoria's Secret can be worn/used to go swimming, go on a date, go to school, go to work, go to the gym, and even just to lounge around in your house. Our brand can be used for all aspects of life.

To find out about our Secret Rewards cards, Angel Card, sales and promotions, please visit our website: <https://www.victoriasecret.com/>

Tone: Sexy. Fierce. Glamorous. Confident. "What's your secret?"