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FOR IMMEDIATE RELEASE

Victoria's Secret Beauty Captures "Fragrance Of The Year" Award  
Sexy Little Things NOIR Eau de Parfum Takes Home 2009 FiFi

NEW YORK, NEW YORK (MAY 29, 2009): Victoria's Secret Beauty was honored with a prestigious FiFi Award, considered the "Oscars" of the fragrance industry, at the 37th Annual Fragrance Foundation awards ceremony. Victoria's Secret's NOIR Eau de Parfum won Fragrance of the Year. This distinction, determined in part by the public, ranks NOIR among the best fragrances in the U.S.

Shashi Batra, President of Victoria's Secret Beauty stated, "We are thrilled that it was the consumers who voted to honor NOIR with this FiFi award." "We are proud of our customers' overwhelming positive response to NOIR. Not only did they honor us with this award, NOIR is the newest fragrance among the top ten best selling scents in the U.S. Thank you to our customers."

Launched in January 2009, NOIR is a fruity, floral scent, targeted to the Victoria's Secret consumer who strives to be playfully provocative, yet elegant. The fragrance is a blend of sparkling nectarine, sultry amber and exotic orchid.

"The goal was to create a fragrance that was modern, sexy and fabulous," said Mark Knitowski, Vice President of Product Innovation and Victoria's Secret in-house fragrance expert. "We wanted a fragrance that appealed to all Victoria's Secret customers... a scent that makes a woman feel glamorous and seductive at any age."

The black-tie award ceremony honoring the year's best fragrance launches was held at the Downtown Armory on Wednesday night. The star-studded guest list included Mark Jacobs, Queen Latifah, Ernest Borgnine, Dustin Hoffman and Paris Hilton, as well as beauty executives from across the industry.

Victoria's Secret Sexy Little Things Noir is available at Victoria's Secret Stores nationwide, and online at [victoriasecret.com](http://victoriasecret.com).

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CLASSIC GLAMOUR.  
ALLURING CONFIDENCE.

# *Sexy little things* NOIR

Introducing Sexy Little Things NOIR, the inimitable new fragrance from Victoria's Secret. At once elegant and playfully provocative, Sexy Little Things Noir is an enchanting blend of sparkling Nectarine, sultry Amber and exotic Cattelaya Orchid.



VICTORIA'S SECRET



The latest addition to our Sexy Little Things collection, Sexy Little Things Noir is inspired by a glamorous mix of wry wit, confidence and sexy smarts, embodied by the sirens of the silver screen. Packaged in a shapely black glass bottle adorned with vintage gold accents and a retro bulb atomizer spray, Sexy Little Things Noir adds a moment of mystery to the modern boudoir.

## THE COLLECTION

### A FRUITY FLORAL

TOP: **Nectarine**, Juicy Apple, Sparkling Citrus, Pineapple, Guanabana, Mouthwatering Pear, Red Fruit, Bergamot

MIDDLE: **Cattelaya Orchid**, Muget, Cyclamen, Jasmine Petals, Plum, Vanilla, Dewberry, Cassis

DRY-DOWN: **Golden Amber**, elvet Musk, Sultry Woods, Tonka Bean

### EAU DE PARFUM

1.7 OZ \$39

### SCENTED BODY LOTION

This luxe formula envelops skin in rich moisture and silky softness. Layer with Eau de Parfum for scent that lingers. 8.4 oz. \$20

### SCENTED BATH & SHOWER CREAM

Beautiful cream wash works into a rich, frothy foam, gently cleansing as it conditions. Can also be used to create a soothing, scented bubble bath. 15 oz. \$18

### SCENTED BODY POWDER

Silky, scented powder is infused with moisturizing Apricot Oil for softly radiant, lightly scented skin. 2.5 oz. \$29.50

Sexy Little Things Noir launches January 2009 at Victoria's Secret stores and VictoriasSecret.com.

For more information on the Sexy Little Things Noir™ collection, or any other Victoria's Secret beauty must-haves, please contact A.J. Nicholas at 212.904.7569 or [anicholas@victoria.com](mailto:anicholas@victoria.com).

Retail prices subject to change.

# VICTORIA'S SECRET

1740 Broadway New York, NY 10019 © Victoria's Secret 2009



*Sexy little things*  
**NOIR**

VICTORIA'S SECRET



*Sexy little things*  
NOIR

*scented*  
*body lotion*  
1750 mL / 6.4 FL OZ  
VICTORIA'S SECRET

*Sexy little things*  
NOIR

*scented bath*  
*and shower cream*  
500 mL / 16 FL OZ  
VICTORIA'S SECRET

*Sexy little things*  
NOIR

*scented body powder*  
175 g / 6.2 OZ  
VICTORIA'S SECRET

*Sexy little things*  
NOIR

VICTORIA'S SECRET



VICTORIA'S SECRET

NOIR

Cherry little things  
NOIR

