

VICTORIA'S SECRET



VICTORIA'S SECRET INTRODUCES THE LOVE PUSH-UP COLLECTION FOR VALENTINES DAY

February 8, 2011 - Victoria's Secret has a lot in store for the sexiest holiday of the year. For Valentine's Day the brand is launching the [Love Push-Up Collection](#), bras light as air, with the perfect amount of lift. The collection includes four styles including the balconet, demi, strapless and unlined, \$45-\$48. All styles are available in bright colors, leopard print and beautiful lace, all sure to add the right amount of sexy to any romantic evening. Also available for Valentine's Day is the new Noir Love Me fragrance from the Sexy Little Things collection. With a mix of berries, orchid, and musk, the Noir Love Me fragrance leaves that special person in your life wanting more.

The 2011 Valentine's Day collection is available for purchase at www.victoriasecret.com/loveme, in the Victoria's Secret Catalogue, in Victoria's Secret stores nationwide, and on the Victoria's Secret iPad and iPhone apps.

Additionally at www.victoriasecret.com/loveme, customers can create their own Valentine's Day Cards to send to his or her sweetheart via email or social network. They also can enter the Love Me Sweepstakes to win prizes including a Napa Valley getaway, a \$250 Victoria's Secret gift card, and the Valentine's Day Look Book autographed by cover girl Adriana Lima. The Look Book features exclusive images from the new Valentine's Day campaign.

Customers can also tune into the [Victoria's Secret Facebook Fanpage](#) at <http://www.facebook.com/victoriasecret> Wednesday the 9th at 6 PM to see the LIVE Valentine's Day Chat from the brand's New York City Herald Square store. Fan's questions about the romantic holiday will be answered by [Angels](#) Candice Swanepoel, Erin Heatherton, and Lily Aldridge. All questions can be submitted via the Victoria's Secret Facebook Fanpage.

Below is a link to the new must-see Victoria's Secret Valentine's Day 2011 Video from behind-the-scenes at the campaign shoot. This viral video features sizzling footage of Supermodels Adriana Lima, Candice Swanepoel, Lily Aldridge and Erin Heatherton sharing their Valentine's Day dos and don'ts.

<http://www.youtube.com/watch?v=OooVPoo26Xc&hd=1>.

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