

## VICTORIA'S SECRET ANGEL MIRANDA KERR TO WEAR THE \$2.5 MILLION FANTASY TREASURE BRA DESIGNED EXCLUSIVELY FOR VICTORIA'S SECRET BY LONDON JEWELERS

Victoria's Secret Angel **Miranda Kerr** models this year's **FANTASY TREASURE BRA**, designed exclusively by **London Jewelers for Victoria's Secret** in the 2011 **VICTORIA'S SECRET CHRISTMAS DREAMS AND FANTASIES CATALOGUE** as well as on the runway at the **2011 VICTORIA'S SECRET FASHION SHOW** airing November 29th on the CBS Television Network (10/9C). This is the first time Miranda has been awarded the prestigious honor of wearing a Victoria's Secret Fantasy Bra, a high point in any model's career. Miranda follows in the footsteps of the most legendary supermodels that have had the honor in years past: Tyra Banks, Gisele Bündchen, Heidi Klum, **Adriana Lima**, Marisa Miller and Claudia Schiffer among others.

Valued at \$2.5 million, the Fantasy Treasure Bra is handset with nearly 3400 precious gems, including white and yellow diamonds, pearls, citrines and aquamarines, all set in 18 karat white and yellow gold. The bra is inspired by an underwater dreamland of luxury, exotic glamour and sexy aquatic Angels. The centerpiece tassel is adorned with two exquisite white diamonds, over 8 carats each, and two astonishing yellow diamonds, over 14 carats each. Overall, the bra features 142 carats of diamonds. All of the magnificent gems were embroidered onto Victoria's Secret Gorgeous Push-up Bra frame with custom scalloping. The intricate design of the bra required an inspection of over 10,000 stones from around the world to find the perfect colored, sized and shaped gems. Every stone was meticulously hand placed by master craftsmen in 500 hours of skilled work.

The Fantasy Bra is featured in the 2011 **VICTORIA'S SECRET CHRISTMAS DREAMS AND FANTASIES CATALOGUE** arriving in mailboxes nationwide on October 21st. It's the ultimate fantasy gift this season!

### VICTORIA'S SECRET

Victoria's Secret is the leading specialty retailer of lingerie and beauty products, dominating its field with modern fashion-inspired collections, prestige fragrances and cosmetics, celebrated supermodels and world-famous runway shows. A business of Limited Brands (NYSE:LTD), its more than 1000 Victoria's Secret Lingerie and Beauty stores, the catalogue and **VictoriasSecret.com** allow customers to shop the brand anywhere, anytime, from any place.

### ABOUT LONDON JEWELERS

Founded in 1926, **London Jewelers** is celebrating its 85th year as one of the United States' premier jewelers - recognized for its distinctive lifestyle setting offering the ultimate in luxury. Family owned and operated for four generations, London Jewelers showcases the world's most recognizable brands of fine jewelry, timepieces and gifts. London Jewelers has five locations in New York- the flagship at Americana Manhasset, Wheatley Plaza, Glen Cove, East Hampton and Southampton. Known for its unique selections and superb customer service, London Jewelers continues to deliver both classic and exotic collectibles to its sophisticated customers.





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