

# 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](http://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](http://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 9<sup>th</sup> 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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### VICTORIA'S SECRET LOVE PUSH-UP COLLECTION – VALENTINE'S DAY 2011

Nothing says love like the New! Victoria's Secret Love Push-Up Collection.

Look young and fresh and feel sexy with this everyday cleavage enhancement bra that's light and wearable!

This feminine and flirty bra features fine lingerie detail with air padding for a bra that feels almost weightless!

The brushed lining offers a new, softer wearing experience.

Silhouettes include Balconet Push-up, Demi Push-up, Unlined Demi and Multi-way Push-up.

Sizes: 32A-38DD.

\$45-\$55.

Available now in stores, in the Victoria's Secret catalogue and at [www.VictoriasSecret.com](http://www.VictoriasSecret.com).

*love me sexy. love me true. love me madly. love me, do!*

INTRODUCING LIMITED EDITION

## NOIR LOVE ME

Just in time for your Valentine, a beyond smitten, lovestruck addition to our glamorous Sexy Little Things® collection, Noir Love Me.

A romantic counterpart to our award-winning Sexy Little Things Noir™ fragrance, Noir Love Me is a sexy take on the woman who loves love! It's a blissful fruity floral fragrance—a flirtatious affair of luscious berries and sensual musk.

The bottle is fresh and modern in a high-shine white version of our iconic Sexy Little Things Noir silhouette. A sleek black atomizer with a playful polka dot “tie” and hot pink accents complete the love story.



Noir Love Me is available February to June 2011 exclusively at Victoria's Secret Stores and VictoriasSecret.com.

For more information, please contact Jen Herits at 212.904.7569 or jherits@victoria.com, or Anna Schilawski at 212.904.8338 or aschilawski@victoria.com.

### THE SEXY LITTLE THINGS NOIR LOVE ME COLLECTION

A FRUITY FLORIENTAL FRAGRANCE:

TOP: **Wild Berries**, Pear Leaf, Pink Peppercorn, Calypsone

MIDDLE: **Star of Madagascar Orchid**, White Ginger Lily, White Peony

DRY-DOWN: Sandalwood, Creamy Vanilla, **Skin Musk**

EAU DE PARFUM 1.7 OZ

SCENTED BODY LOTION 6.7 OZ

Indulgent lotion leaves skin soft and scented. Layer with Eau de Parfum for scent that lingers.

SCENTED BODY MIST 8.4 OZ

All-over mist leaves skin smitten with sheer scent.











Love me

Love me

Love me

Love me

LOVE

Love me





LOVE  me angel













NOIR

Love me

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