

## VICTORIA'S SECRET ANNOUNCES LAUNCH OF VSX SEXY SPORT

August 25, 2011- Victoria's Secret unveils **VSX Sexy Sport**, a collection of workout gear that will inspire women to feel like they can get a Runway Body that is confident, sexy and strong. VSX Sexy Sport merges both fashion and performance in a collection of supportive sports bras, flattering yoga pants, tank tops, athletic shorts, accessories and other workout clothing pieces all designed with fit in mind. It's about believing that a body must feel good to look good.

Victoria's Secret Supermodel **Erin Heatherton** celebrated the launch of the collection today in Chicago at the Victoria's Secret Old Orchard Shopping Center location. Customers had a chance to strike their best workout pose with the Supermodel for a photo that could be shared through their social networks.

**VSX Sexy Sport** collection includes five categories: Supermodel, Knockout, Runway, Runway Ready and Favorites. The collection is available in a beautiful array of colors including, Neon Purple, Pink, Neon Green, Grey and Black. VSX Sexy Sport has a variety of sexy, chic high-performance activewear for any fitness routine and level. Prices range from \$24.50-\$68.50 and sizes from XS-L.

Fans can get inside access to **The VSX Sexy Sport** collection by going to new Facebook Page at [Facebook.com/VSX](https://www.facebook.com/VSX), logging on to **VS All Access** on [VictoriasSecret.com](http://VictoriasSecret.com) or following [@VictoriasSecret](https://twitter.com/VictoriasSecret) with **#VSX**.













VSX



VICTORIA'S SECRET

VICT

V

V

SEXY SP

EX

IA'S SECRET

X

ORT







XSA

THIS SPORTS BRA IS  
INCREDIBLY



