

# Victoria's Secret Fashion Show



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# The company

Victoria's Secret is the largest American company of lingerie and was founded by Roy Raymond in 1977. The company sells lingerie, women's wear, and beauty products through its catalogs, website, and thousand of U.S. stores. In 2002, Victoria's Secret announced the launch of Pink, a new lingerie line targeted to 15-to-22 year olds. The strategy driving Victoria's Secret's launch of Pink is to introduce the teenage girls to Victoria's Secret stores.

## The fashion show

Every year in New York City takes place the famous Victoria's Secret Fashion Show. Victoria's Secret uses the show to promote and market its goods in high-profile settings. The show attracts hundreds of celebrities and entertainers, with special performers and acts every year. Each year, twenty to forty of the world's top models are selected to perform in the fashion show, known as Victoria's Secret Angels, who help publicize the event.



# The angels

✓ Adriana Lima

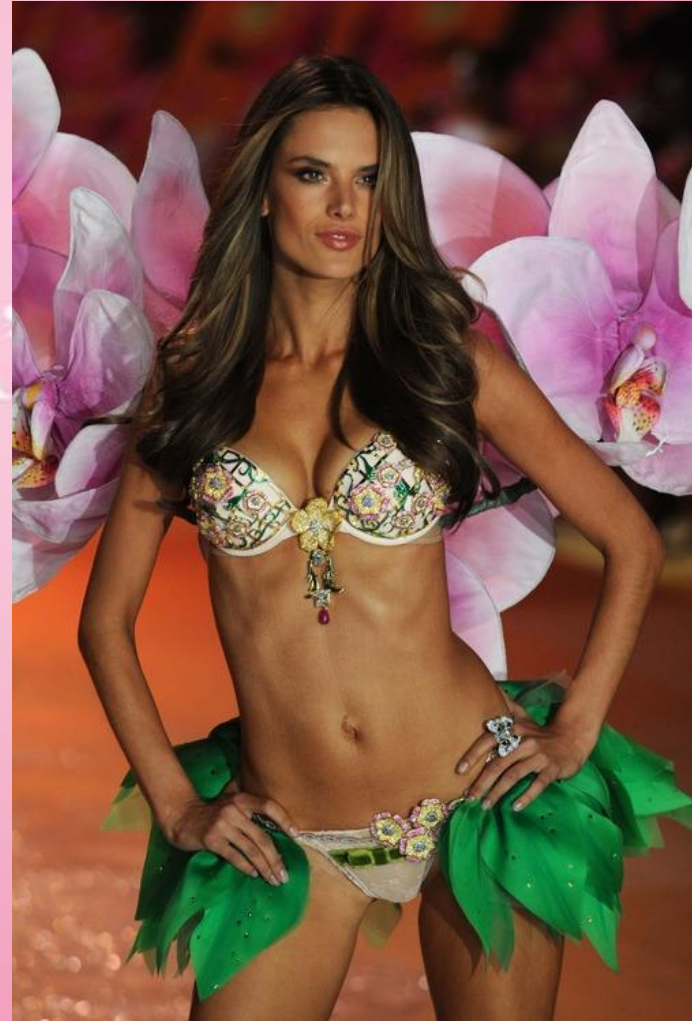


✓ Candice Swanepoel





# ✓ Alessandra Ambrosio



# **The runway**

VICTORIA'S SECRET