

A full-page advertisement for Victoria's Secret. The background is a photograph of a blonde woman with blue eyes, looking over her shoulder. She is wearing a light-colored, textured bra with thin straps. The background is dark with many out-of-focus warm lights, creating a bokeh effect. The text is overlaid on the image in various colors and fonts.

VICTORIA'S SECRET

*Inside the
fashion show*

New Holiday 2017 collection:
Champagne Nights

*The magical
Fantasy Bra*

Champagne Nights

The new Holiday 2017 collection has finally arrived and it is leaving sparkles and glitters behind it...

The story started with the businessman Roy Raymond who went lingerie shopping for his wife and felt really out of place in most stores. In 1977, he decided to create his own lingerie brand with the idea of luxury and Victorian era inspired atmosphere. The goal was to make everyone feel comfortable and important while shopping for lingerie. This is how Victoria's Secret was born.

In 1982, the brand was sold to the CEO of the Limited Brands group; Lexie Wexner. Victoria's Secret started making up to 6 million dollars per year and its expansion really started once they joined the group. Nowadays, Victoria's Secret is the number one store to shop for lingerie. Even though, the brand carries various other products such as accessories, beauty products and sleepwear, its lingerie is for what the brand is known for.

Nowadays, Victoria's Secret is the address to go to when a woman is searching for a luxury lingerie set. The brand carries various other glamorous products from mists, perfumes to bags and robes. The brand had various stores in the world and is still counting.



Victoria's Secret, the iconic lingerie brand featuring celebrated super-models and a world-famous runway show, is the leading specialty retailer of women's lingerie.

- L Brands

This year, the famous models of the brand are the faces of the sparkling collection.



The new Holiday collection 2017, called Champagne Nights, reminds us of the holidays thanks to its colors. From gold to glitter, this is the mood of the new collection. Victoria's Secret is always changing its holiday theme depending on the year. Red, black, gold... These are the colors one will find in their holiday collections.

The brand also made sure their social media was up to date by posting daily pictures from the Champagne Nights campaign. Thus, you'll find beautiful gold pictures and sparkling gifs all over their Instagram.

The collection is available online and in stores so don't waste time and go reveal your inner goddess by purchasing some of the most glamorous and sexy lingerie.

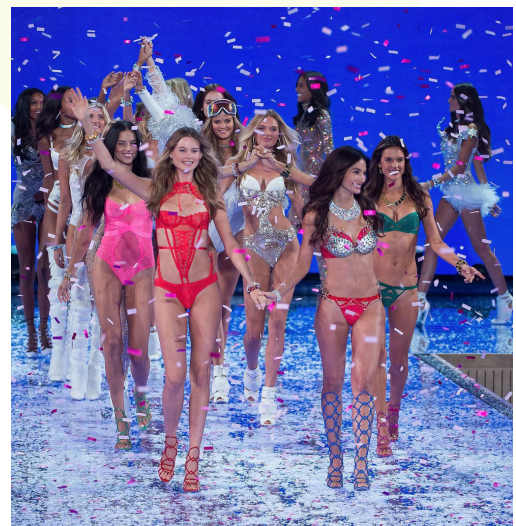
The Victoria's Secret fashion show...

The beautiful models, or called Angels by the brand, are the faces of Victoria's Secret and do not only take part in campaigns but also the world-famous runway show. This show, hosted every year in November, is followed by the entire world and awaited by everyone. This is probably the most powerful marketing tool the brand has.

Various singers from Ariana Grande to The Weeknd have performed on the runway which becomes as a stage for the performers. The rhythm from the music makes the models' walk on the runway much more dynamic and the entire show becomes like a concert.

It's the event not to miss in the luxury lingerie world as well as in the fashion world.

Numerous celebrities, influencers, blogger are invited each year to come see the show. A show only the ones invited can come see.

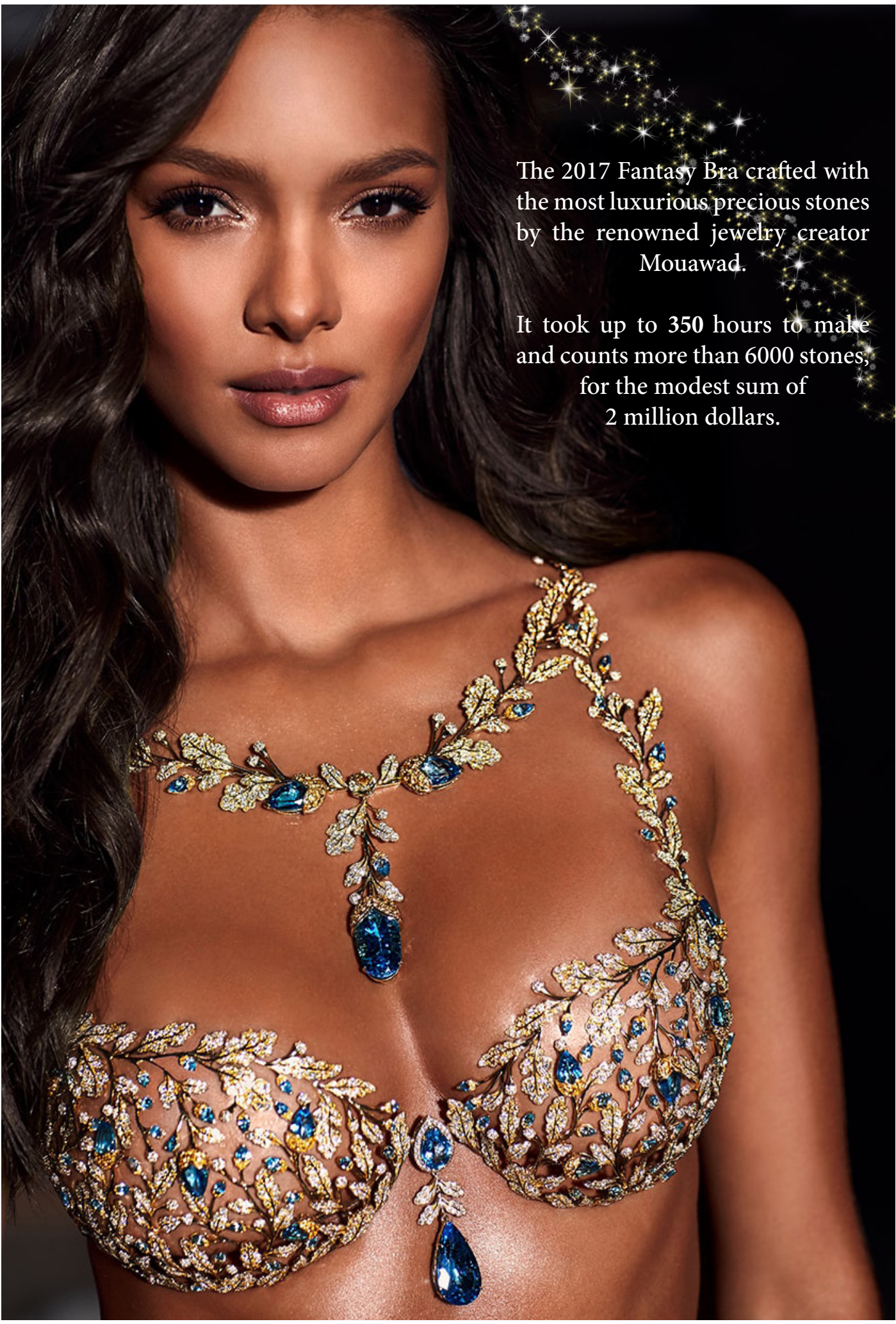


...and the fantasy bra

The million dollar Fantasy Bra is probably one of the most iconic and luxurious piece of lingerie ever created for a brand such as Victoria's Secret. It is one of the highest honours as a model to wear the fantasy bra and every single angel wishes they could walk down the runway wearing it. However, only one of them every year can receive that honour.

The first fantasy bra was worn by the famous Victoria's Secret Angel, Tyra Banks, in 1997. Since then, models such as Heidi Klum, Miranda Kerr, Adriana Lima and Candice Swanepoel have worn this glamorous piece.

This year, for the Shanghai fashion show it was Lais Ribeiro who will be walking down the runway with the million dollar bra.



The 2017 Fantasy Bra crafted with
the most luxurious precious stones
by the renowned jewelry creator
Mouawad.

It took up to 350 hours to make
and counts more than 6000 stones,
for the modest sum of
2 million dollars.

References

Shannon, S. (2017) *The History of Victoria's Secret*.
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2017]