

Press release

Press release, November 18, 2014

Viking Line opens the world's first Victoria's Secret Beauty & Accessories shop onboard a cruise ship and the first shop in Finland

Viking Line is opening the first Victoria's Secret Beauty & Accessories shop in Finland. The shop has opened today on November, 18 on board the M/S Viking Grace and will offer passengers beauty products, fragrances, panties and handbags. Victoria's Secret is the largest retailer of lingerie and beauty products in the United States and a highly anticipated newcomer in Viking Line's product offering.

Viking Line has previously been able to offer selected Victoria's Secret beauty products. Now our range will become far more diverse, since the M/S Viking Grace can now provide a whole store dedicated to the brand. Meanwhile this will be the first Victoria's Secret Beauty & Accessories (VSBA) shop located on board a cruise vessel. Passengers will be tempted by an extensive variety of products, including prestigious Victoria's Secret beauty products and attractive handbags, wallets and sunglasses.



“We are very proud to be getting our own Victoria's Secret Beauty & Accessories shop, thus being able to make another top international brand available to a wider market in Finland. Our aim is to offer our passengers attractive products and brands, combined with first-rate shopping experiences. Shopping in a stylish setting and expanding our range to include one of the world's best known brands is one element of achieving this aim,” says Eva Rehnström, Viking Line's Purchasing and Sales Manager Beauty & Fashion.

The VSBA shop on the M/S Viking Grace will offer customers luxurious, richly coloured products in the genuine Victoria's Secret style, thereby conveying a touch of sophisticated sensuality and eternal youth.

Press release

For further information:

Christa Grönlund, Press Manager, Marketing Communications,
christa.gronlund@vikingline.com, +358 9 123 5242

Eva Rehnström, Purchasing and Sales Manager, Beauty & Fashion,
eva.rehnstrom@vikingline.com, +358 40 553 5271

About Victoria's Secret

Victoria's Secret, the leading US-based retailer of women's lingerie and beauty products, is part of Limited Brands (NYSE: LTD). The brand is known for its modern, fashion-inspired collections of lingerie, fragrances and cosmetics, supermodels and world-famous fashion shows. The company offers its products in more than 1,000 shops and through an iconic catalogue and the VictoriasSecret.com online shop.

About Agora Trading

AGORA TRADING is a privately-held company operating in the Retail Industry, with a primary focus on opening and operating retail stores in Travel and Domestic Retail locations.