

Press release, June 29, 2015

Finland's first Victoria's Secret Beauty & Accessories shop on board the M/S Viking Grace has exceeded expectations

Demand for America's best-selling lingerie and beauty products has exceeded all expectations on board Viking Line's big red boats. In particular, Victoria's Secret fragrances and fashion products are topping Viking Line sales statistics. The Victoria's Secret Beauty & Accessories (VSBA) shop has attracted a loyal clientele, with many customers visiting the shop a number of times. Finland's first VSBA shop opened on board the M/S Viking Grace in November 2014.

The most popular Victoria's Secret products aboard Viking Line's vessels are body sprays, luxurious panties and handbags. The company's products are of interest to passengers of all ages, and the sensual shop on board the M/S Viking Grace attracts not only women but also men.

"Our Victoria's Secret Beauty & Accessories shop on the M/S Viking Grace has become very popular. We knew that the brand is in heavy demand, but we didn't expect this high a level of interest. We have also received very positive customer response from passengers who have visited the shop," says Eva Rehnström, Viking Lines Purchasing and Sales Manager, Beauty & Fashion.

New Victoria's Secret items on the shelves

The VSBA shop offers various classics all year round, but what makes the brand really exciting is that Victoria's Secret also unveils new items continuously during the year. One new item in the shop's product range this spring was the first fragrance for men, Very Sexy Platinum for Him, as well as body care products from the PINK line.

"Right now sunglasses, special fragrances and summer handbags are in especially great demand. This autumn Victoria's Secret is promising attractive new types of panties, handbags and make-up items. The new product line in our autumn assortment will be hair care products," Ms Rehnström says.

The VSBA shop on board the M/S Viking Grace offers shopping experiences in a sophisticated setting. It is the world's first and only VSBA shop on a cruise ship, and in genuine Victoria's Secret style it present customers with luxury and rich colours as well as showing the Victoria's Secret angels on a video wall.

For further information:

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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.