

Press release, November 18, 2015

One-year anniversary of Finland's first Victoria's Secret Beauty & Accessories shop – celebration includes special offers and Christmas gift ideas

Finland's first Victoria's Secret Beauty & Accessories (VSBA) shop opened its doors on board the M/S Viking Grace on November 18, 2014. The shop is celebrating its birthday with a variety of special offers and contests during the anniversary week. The shop has exceeded Viking Line's expectations and continues to attract new passengers.

The unique VSBA shop, with 70 square metres of floor space, offers a gorgeous collection of ladies' panties and beauty products from one of the leading brands in the United States. The most popular products on the Viking Line's vessels are glamorous panties, body sprays and handbags.

"Victoria's Secret products remain popular here, even though they are available elsewhere in Finland. The most dedicated fans travel with Viking Line just for the sake of this shop. Passengers are especially pleased with its wide selection and attractive prices. That is because we sell the items tax-free, at prices that are even lower than at European airports, for instance," says Eva Rehnström, Purchasing and Sales Manager for beauty and fashion products.

The range of products available in the VSBA shop is updated six times a year, which means that passengers are always offered the latest products for the season. With Christmas now approaching, the shop provides all kinds of ideas for Christmas presents, and the most popular products can be purchased in gift sets. One good gift is brand-new this autumn – Victoria's Secret pyjamas, which are available in two different colours.

TOP 5 best-selling Victoria's Secret product groups on the M/S Viking Grace:

1. Fragrances
2. Panties
3. Handbags
4. Cosmetic bags
5. Sunglasses

TOP 5 best-selling Victoria's Secret fragrances on the M/S Viking Grace:

1. Bombshell Eau de Parfum
2. Pure Daydream Fragrance Mist
3. Sexy Little Things Noir Tease Eau de Parfum
4. Sheer Love Fragrance Mist
5. Pure Seduction Fragrance Mist

**Additional information:**

Eva Rehnström, Purchasing and Sales Manager, Beauty & Fashion,
eva.rehnstrom@vikingline.com, +358 18 270 00

About Victoria's Secret

Victoria's Secret is the leading US-based retailer of lingerie and beauty products, and part of the L Brands group. 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, in an iconic catalogue and through its online shop, VictoriasSecret.com.