



## Media Release

19<sup>th</sup> March 2014

### **Victoria's Secret Beauty & Accessories opens new store at Adelaide Airport in partnership with LS travel retail Pacific**

The world's sexiest store has arrived. In partnership with LS travel retail Pacific, leading lingerie and beauty retailer Victoria's Secret has announced its first Beauty and Accessories store at Adelaide Airport.

Opening at the end of March, the store will focus on an iconic, fashion-forward range of beauty products and accessories designed for the modern jet-setter. Beauty shoppers will find prestige fragrances like the FiFi Award-winning Victoria's Secret Bombshell, just-launched collections like the new Glamour and perennial favourites like the most-loved VS Fantasies. Travel-ready items such as signature lip glosses and body-care products will also be available to charm girls on the go.

Similarly, this new location will feature a range of functional-yet-chic accessories that add an extra pop of glamour to business trips and weekend getaways alike. Customers will love the branded cosmetic cases and multi-use fashion bags. This season's rose-gold pebble and VIP-worthy Saffiano genuine leather keep her on trend in any destination!

Organised travellers will find plenty to adore here as well; from passport holders and phone wallets to travel adaptors and headphones, Victoria's Secret has everything she needs to get where she's going with celebrity-level style. And if that's not enough, must-have essentials like so-soft scarves, high-quality sunglasses and perfect panties complement the assortment. It's an incredible way to track down last-minute gifts or spend a long layover shopping on the fly.

What's more, the Adelaide Airport location surrounds every customer with undeniable luxury. The modern façade and dynamic storefront boast an air of sophistication, while the interior features upscale elements like black-cherry fixtures and eye-catching focal walls. The store will also showcase both its brand identity and range of products with a gallery of iconic black and white images and a video wall that broadcasts footage of the Victoria's Secret Angels. It gives new meaning to the words sexy, sophisticated and forever young.

Commenting on the imminent opening, LS travel retail Pacific CEO Matthieu Mercier said "We are delighted to be extending our partnership with Victoria's Secret. This will be the LS group's second Victoria's Secret Beauty and Accessories store, following on from our very successful first store at Prague Airport".



“The VS Beauty and Accessories store adds to our longstanding partnership with Adelaide Airport, where we already operate the duty free concession as well as a number of news/gift and specialty stores. We’re delighted to be able to extend this relationship even further with this exciting opening”.



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#### Notes to the editor:

##### About Victoria's Secret

As a business of Lbrands (NYSE:LB), Victoria's Secret is the leading specialty retailer of lingerie and beauty products. The brand is known for its modern, fashion-inspired lingerie collections, prestige fragrances and cosmetics, celebrated supermodels and world-famous runway shows. With more than 1,000 lingerie and beauty stores, an iconic catalogue and the VictoriasSecret.com online store, customers can shop the brand anywhere, anytime.

##### About LS travel retail Pacific

LS travel retail ASPAC is a division of the Lagardère Services group. Operating in more than 25 countries throughout Europe, North America, Asia and the Pacific, Lagardère Services is a world leader in Travel Retail. LS travel retail operates nearly 2,700 stores across the world, including a presence at over 130 airports and 700 stations, a major Duty Free and Luxury player and the channel's leading News and Convenience retailer.



LS travel retail ASPAC now operates more than 250 outlets, partnering with over 16 airports in Australia, New Zealand, China, Hong Kong, India, Malaysia, New Caledonia, Singapore and Taiwan.

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