

VICTORIA'S SECRET

Easton Town Center – Columbus, Ohio

“The Sexiest Store On Earth”

Victoria's Secret opened its redesigned store at the Easton Town Center's North District on September 19, 2005.

Selling Square Footage: Lingerie – 7,853 sq. ft.
 Beauty – 2,057 sq. ft

This stylish store is designed with a unique theme and atmosphere intended to evoke the look and feel of “behind the scenes” at our world famous Fashion Show. Design elements include:

- Theatrical spotlighting and “runway” marking the grand entry.
- Life-like mannequin forms, inspired by the Victoria's Secret Supermodels.
- Oversized, rare candid images of the supermodels backstage.
- Special in-store boutiques to house the latest designer collections.
- Expanded beauty boutique with new cosmetics lines, makeup stations and makeup artists.

Specialty Lingerie Boutiques:

The store showcases specialty boutiques. The *Sexy Little Things* boutique is filled with flirty, whimsical and sexy novelty panties, tank tops and other giftable items. The *PINK* boutique, filled with the bright, comfortable collection of young loungewear is one of the largest among the Victoria's Secret fleet. Boutiques for the Angels, Body By Victoria, and Very Sexy collections offer customers a range of expressions of sexy, from romantic, to modern chic, to provocative, combining great styles with groundbreaking technologies for better fit, comfort, and figure enhancement.

Designer Boutiques and European Luxury Collections:

In addition to its specialty boutiques, the store offers a selection of unique designer brands including lingerie by *Betsey Johnson* and a new line exclusively designed for Victoria's Secret by *Anna Sui*. Our Easton customers will also find European Luxury Collections from *Pleasure State* and *Chantal Thomass*.

Victoria's Secret Beauty Boutique: The Easton store showcases one of Victoria's Secret's largest beauty boutiques with expanded collections of Victoria's Secret's own cosmetics including the highly successful new line of Very Sexy make-up. The boutique also offers a wide range of our branded haircare and fragrances, including Dream Angels Desire, the newest romantic fragrance from Victoria's Secret, and Dream Angels Heavenly, the #1 fragrance in America. In addition, expertly trained makeup artists will give personal makeovers at the specially designed, one-on-one cosmetic stations within the store. The expanded beauty assortment features fragrances from *Anna Sui Secret Wish* and *Thierry Mugler Innocent Secret* (exclusive to Victoria's Secret), *Gucci Envy*, *FlowerbyKenzo*, *Stella McCartney*, *YSL's Opium* and *Baby Doll*; Skincare from *Freeze 24/7* and *Lift Fusion*; Body Care from *Clarins*, *Jaqua*, *Tutti Dolci*, *Modelco*, *Body Bling* and Victoria's Secret's Spa collection; haircare from *Frederic Fekkai*, *Jonathan* and *Ted Gibson*; Color Cosmetics from *Pout*, *Sexy Smile* and *Lip Fusion*.

With nearly 1,000 lingerie and beauty stores across the country and an internationally acclaimed catalogue and web site, www.VictoriasSecret.com, the company continues to grow at a remarkable pace.