

VICTORIA'S SECRET

Victoria's Secret Announces Return of Adriana Lima With New Heavenly Eau de Parfum Campaign

The signature fragrance collection relaunches with a new look and feel, featuring a beloved brand icon.

NEW YORK, NY, April 4, 2023 – Today, **Victoria's Secret** announced the newest **Heavenly Eau de Parfum** campaign, highlighting the brand's timeless fragrance with global fashion icon, mother and advocate, Adriana Lima. This fragrance campaign marks her return to the brand, with more to come throughout the year.

Captured by visionary photographer Sølve Sundsbø, Lima embodies Heavenly's signature warmth and luminous glow within the campaign. The imagery evokes a light and airy ambiance, a nod to the fresh and sophisticated notes within the **perfume**. The reimagined bottle was designed to complement the timeless radiance of the fragrance.

"I'm so excited to be working with Victoria's Secret again, the brand has always been like family to me. Being the face of this iconic campaign and fragrance is so special because it beautifully compliments a woman's radiance, which is symbolic of Victoria's Secret's inspiring mission of celebrating every woman. It was amazing being on set again with everyone, and we had the best time bringing this message to life through this timeless fragrance," said Lima

"It is an honor to have a global icon return as the face of our new Heavenly Eau de Parfum campaign. Adriana is not only a beloved part of the Victoria's Secret family, but she also encapsulates the essence that makes this fragrance a treasured favorite. As always, Adriana's captivating energy on the set of this campaign brought the glamorous and luminous feel of this fragrance to the next level, and we can't wait to share it with everyone," said Tracy Deleu, Vice President of Creative for **Victoria's Secret Beauty & PINK**

This Eau de Parfum opens with a hint of effervescent fruits, and transitions into a bouquet of romantic white florals at its heart: freesia, lotus and jasmine. Enveloped in gold musk, creamy sandalwood and bourbon vanilla, this signature fragrance is pure, sophisticated warmth.

The full Heavenly collection also includes Heavenly Dream Angel Eau de Parfum, a radiant gourmand fragrance that includes notes of raspberry nectar, amber crystals and prismatic musk. The facets within the fragrance reveal a bright strength with tender depth; the bright sister to a luminous classic.

To shop the Heavenly fragrance collection visit

<https://www.victoriasecret.com/us/vs/beauty/heavenly-dream-angels-fragrances>

as well as retail locations nationwide.

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ABOUT VICTORIA'S SECRET BEAUTY:

Victoria's Secret Beauty is America's #1 fragrance brand* with iconic, award-winning scents like **Bombshell**, **Tease**, and **Heavenly**. With an ever-evolving collection of **beauty essentials**—including eau de parfums, mists, candles, and beyond—they empower all to discover and embrace a routine that makes them feel their best. Victoria's Secret Beauty's fashion-forward **accessories** add a touch of elegance and flair to any outfit, from the latest **handbags** to the best **cosmetic cases** and more.

(*Source: Euromonitor, US retail sales, 2021, excluding mists. Aggregated sales of Victoria's Secret Bombshell fragrance.)

ABOUT VICTORIA'S SECRET:

Victoria's Secret (NYSE: VSCO) is the world's largest intimate specialty retailer offering a wide assortment of modern, fashion-inspired collections including signature bras, panties, lingerie, casual sleepwear and athleisure, as well as award-winning prestige fragrances and body care. With nearly 1,350 retail stores worldwide and a predominantly female workforce of more than 25,000, Victoria's Secret boasts the largest team of specialty trained bra fit experts worldwide. Victoria's Secret is committed to inspiring women around the world with products and experiences that uplift and champion them and their journey while creating lifelong relationships and advocating for positive change. To learn more about Victoria's Secret, please visit VictoriasSecret.com.

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For the latest Victoria's Secret press information & images visit: <https://vspressroom.com>

For further information, please contact:

Melanie Fisher, Victoria's Secret Public Relations : pr@victoria.com

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**The Heavenly Eau de Parfum collection
relaunches with a new look and feel.**



THE COLLECTION

HEAVENLY

FRAGRANCE FAMILY: Warm

NOTES: White Jasmine • Vanilla Sandalwood • Gold Musk

HEAVENLY DREAM ANGEL

FRAGRANCE FAMILY: Fruity Gourmand

NOTES: Raspberry Nectar • Amber Crystals • Prismatic Musk

EAU DE PARFUM, \$79.95/3.4 oz, \$59.95/1.7 oz

EAU DE PARFUM ROLLERBALL, \$19.95/.23 oz

Our most concentrated, pure version of the fragrance.

FINE FRAGRANCE MIST, \$25/8.4 oz, \$15.00/2.5 oz

A lighter touch of fragrance.

FINE FRAGRANCE LOTION, \$25/8.4 oz

Silky, fragrant softness. Layer with Eau de Parfum or mist for the longest lasting fragrance experience.

CLOUD BODY CREAM, \$35/11.3 oz

A body cream with a fluffy, weightless feel.

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THE STORY

Heavenly Eau De Parfum and Heavenly Dream Angel Eau De Parfum return with their signature glow. Designed to capture the timeless radiance of every woman, this iconic duo preserves its original scents in beautiful new bottles. Warm like Heavenly or bright like Heavenly Dream Angel, each scent reveals a halo of the luminous musks you love.

Light the way.

FROM THE PERFUMER

HEAVENLY

"Heavenly has become an icon where absolute femininity meets luminous sensuality. Its timeless signature comes from the contrast of luxurious freshness and creamy warmth."

— Master Perfumer, Ilias Ermenidis

HEAVENLY DREAM ANGEL

"Heavenly Dream Angel is a glowing expression of limitless radiance. Luscious fruits and gourmand facets reveal a bright strength with tender depth."

— Master Perfumer, Gabriela Chelariu

INGREDIENT SPOTLIGHT

HEAVENLY

White Jasmine:

Porcelain petals contrast the power of the flower's exquisite scent.

Vanilla Sandalwood:

Vanilla flower offers modern floralcy draped in the warmth of sandalwood.

Gold Musk:

This radiant note enhances solar sensuality with an irresistible aura.

HEAVENLY

DREAM ANGEL

Raspberry Nectar:

Luscious and bright, dripping with velvety nuances.

Amber Crystals:

Powerful amber delivers decadence with effortless elegance.

Prismatic Musk:

A brilliant, radiant expression of colorful facets.





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HEAVENLY
EAU DE PARFUM











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DREAM ANGEL
EAU DE PARFUM

A clear glass perfume bottle with a silver-toned, faceted stopper. The bottle is centered against a background of flowing, translucent pink fabric. The bottle's label is printed directly on the glass. The bottle is reflected on a glossy surface below it.

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