

VICTORIA'S SECRET & CO.

Celebrating Women's History Month

March 1, 2023

To our bold, brave, unique and utterly undefinable community— this March and beyond, we are committed to being your leading advocate, amplifying and elevating your voices, investing in organizations that empower women and representing you in everything we do.

For us, our celebration for Women's History Month first begins internally with our workforce of 87 percent women and is led by WIN, our [Inclusion Resource Group \(IRG\)](#) for Associates who identify as women and their allies. All celebrations and events throughout the month will be centered on the theme of *"celebrating women who tell our stories."*

We welcome all associates to participate in events this month including a fireside chat with VS&Co Chief Customer Officer, Christine Rupp; an interactive workshop on how to define boundaries and how to honor them; and a culture and community social hour featuring women-owned businesses and more.

On our social channels through the month of March, we'll also be sharing the stories and journeys of undefinable women as a continuation of our Undefinable campaign. The Undefinable campaign is our global initiative to cement the brand's continued commitment to welcome and champion women's voices. We'll highlight inspiring and boundary-breaking women including VS&Co associates as well as Paloma Elsesser, Ceval Omar, Adut Akech and Eileen Gu.

Our Year-Round Efforts at a Glance

Our focus on celebrating and empowering women extends beyond the month of March. Each and every day, we're intentional about investing in women by funding women founded, owned and run businesses and causes that will make the world better for women. These efforts include working with non-profits like [I Support The Girls](#) and [Pelotonia](#); amplifying and elevating women's voices through our first original podcast [VS Voices](#); and welcoming all women and their experiences by centering ourselves around what our customers want and need like mastectomy and maternity bras, ensuring they're proud to shop with us.

Learn more about how we're turning our commitments into meaningful actions to create positive change for women our [PINK Action](#) and [VSNOW](#) pages.