

VICTORIA'S SECRET & CO.

Celebrating Hispanic Heritage Month

September 15, 2023

In honor of the Hispanic and Latino community, this year we're focusing on *imaginar* or "to imagine."

Throughout the month, we will be spotlighting the leaders, entrepreneurs, mentors and voices who are encouraging a growth mindset and the power of allyship through our year-long partnership with HISPA (Hispanics Inspiring Students' Performance & Achievement), a nonprofit organization that motivates Latino students to discover their potential and ignite the desire to embrace education and achieve success.

How we're celebrating internally

Internally our associate resource group, Conexion, for associates who identify as Hispanic and Latino and their allies will be hosting a variety of events throughout the month centered on the theme of *imaginar*.

Conexion's mission is to provide an inclusive associate network that celebrates the Latino culture and grows associates through leadership and professional development.

VS&Co's Partnership with HISPA

As part of our on-going partnership with HISPA, we recently hosted an Imagine Day at our New York office with 40 students focused on creating change and showcasing the many retail career paths we offer, giving them hands-on experience at VS&Co. The day included a range of activities, from learning about what it takes to bring a product to life to hearing from our Hispanic and Latino leaders about their career journeys.

Our leadership team also shared their personal and professional journeys and offered a day-in-the-life glimpse into what it's like to work for the brand, giving students the opportunity to understand what's involved in taking product from the imagination stage all the way to a store. Hear directly from a teacher who was present reflecting on the day:

"The visit to Victoria's Secret was an exceptional opportunity for our students, many of whom experienced the breathtaking view of the city for the very first time. Moreover, it provided them with invaluable insights into the intricate workings of large companies and corporations. It was a true revelation for them to understand the complex processes and steps that must be taken to bring a product to market."

- Danny Paulino, 6th Bilingual Grade Teacher, Jerome Dunn Academy - Elizabeth School

How we're celebrating externally

We believe diversity, equity and inclusion makes us stronger and it's a part of everything we do. We pledge to welcome and celebrate every associate, partner and customer. We're committed to using the power of our platforms to create positive change and highlight inspiring individuals, partners and leaders of the Hispanic and Latino community who we're proud to work with this month and beyond.

Starting on September 15, Victoria's Secret PINK will highlight the Hispanic community through employee spotlights and a Q&A with beauty and fashion influencer [Carobi Parada](#). Through our social media channels, we're excited to provide a platform for candid, honest dialogue around Parada's experiences as a Latina content creator and to give voice to our employees and their stories. Expect inspiring conversations around being a Hispanic person in the workplace, personal experiences, maintaining authenticity, and much more.