

VICTORIA'S SECRET & CO.

Victoria's Secret Introduces Powerful Bra Innovation to its #1 Collection

July 23, 2025

The beloved Body by Victoria collection's new FlexFactor Lightly Lined bra is precisely engineered with an innovative flexible titanium underwire to provide seamless flexibility, movement and comfort.

NEW YORK, July 23, 2025 /PRNewswire/ -- Today, Victoria's Secret announced the launch of its latest addition to the [Body by Victoria collection](#), featuring the Body by Victoria FlexFactor Lightly Lined Plunge Demi Bra. Body by Victoria is the brand's # 1 collection, debuting its newest silhouette designed with precise bra technology to create a barely there, wireless feel for everyday movement and absolute support. With one Body by Victoria bra sold every 5 seconds and garnering thousands of five-star customer reviews, the collection continues to enhance its selection of seamless styles, now featuring the FlexFactor Bra with unmatched support that feels better than being braless.



Reflective of the collection's innovative ease, movement, and comfortability, the campaign was lensed by Charlotte Wales in New York City in partnership with Victoria's Secret Executive Creative Director, Adam Selman and creative agency Chandelier, with styling by Malina Joseph Gilchrist.

Made with ultra-light construction, including a flexible titanium underwire and memory foam that adapts to your unique shape, the Body by Victoria FlexFactor Bra is designed to move with you, wherever the day takes you. The full Body by Victoria collection includes Bras, Panties, Casual Sleep and Apparel, with prices starting at \$16.95 and up, as well as sizes ranging from XS-XXL, and bra sizes in bands 30-44 and cups A-G.

"We're thrilled to unveil our new Body by Victoria collection and campaign. Set in the heart of New York City, a love letter of sorts. We wanted the campaign to show movement and freedom and the flexible ease of our newest Body by Victoria styles. The innovation behind this wire is truly impressive and we're excited to bring it into the world." - Adam Selman, Executive Creative Director at Victoria's Secret.

The new Victoria's Secret Body by Victoria collection will be available in retail locations nationwide and internationally, as well as online at [VictoriasSecret.com](#) beginning Wednesday, July 23rd.

Notes to Editors: Stay Connected:

Victoria's Secret: <https://www.victoriassecret.com>

Victoria's Secret App: <https://vsapp.io/vsapp>

Instagram: <https://instagram.com/VictoriasSecret>

Twitter: <https://x.com/VictoriasSecret>

Facebook: <https://www.facebook.com/victoriassecret>

TikTok: <https://www.tiktok.com/@victoriassecret>

Victoria's Secret & Co. (NYSE: VSCO) is a specialty retailer of modern, fashion-inspired collections including signature bras, panties, lingerie, apparel, casual sleepwear, swim, lounge and sport as well as award-winning prestige fragrances and body care. VS&Co is comprised of market leading brands, Victoria's Secret and PINK, that share a common purpose of supporting women in all they do, and Adore Me, a technology-led, digital first innovative intimates brand serving women of all sizes and budgets at all phases of life. We are committed to empowering our more than 30,000

associates across a global footprint of more than 1,380 retail stores in nearly 70 countries.

Victoria's Secret: The Victoria's Secret brand is a global leader in intimate apparel, renowned for its innovative, fashion-inspired collections including signature bras, panties, lingerie, casual sleepwear, swim, lounge and sport, as well as award-winning prestige fragrances and body care. Victoria's Secret is a timeless staple for sexy, glamorous and affordable luxury for women around the world.



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