

VICTORIA'S SECRET & CO.

Victoria's Secret PINK and LoveShackFancy Debut Limited- Edition Collection Celebrating Friendship, Fun and Femininity

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A dreamy-meets-playful collaboration launching just in time for back-to-school season

NEW YORK, July 30, 2025 /PRNewswire/ -- Today, Victoria's Secret PINK and LoveShackFancy unveil a limited-edition collection uniting PINK's cheeky spirit and LoveShackFancy's romantic aesthetic - celebrating their shared love of frills, bows, florals, and all things pink.



The collection seamlessly blends the two brands' distinct styles, pairing PINK's coveted lifestyle essentials and playful edge with LoveShackFancy's feminine flair and vintage-inspired touches. With must-have lounge sets, signature foldover flare leggings, party-ready dresses, embroidered panties and accessories, the collaboration offers a fresh take on feminine fashion with a Gen Z twist.

"The PINK x LoveShackFancy collection brings together the best of both brands - celebrating confidence-boosting style, friendship, fun, and of course, our shared love of pink," said Ali Dillon, President at Victoria's Secret PINK. "We're excited to offer fan-favorite styles with LoveShackFancy's signature romantic twist and bring back nostalgic pieces from our archives. Designed to spark joy and real-life moments, this collection is perfect for taking you from high summer fun to back to campus style."

"This collaboration with PINK feels like such a full-circle moment for me," said Rebecca Hessel Cohen, Founder & Creative Director at LoveShackFancy. "It celebrates our shared love of frills, florals, and everything pink — and captures that fun, carefree energy of the early 2000s. Foldover leggings, rhinestones, varsity-inspired jackets... the iconic pieces I was obsessed with back in the day, now reimagined with a LoveShackFancy twist. It's playful, it's feminine, and it brings our two worlds together in the most magical way. I can't wait for everyone to experience it — especially at our NYC pop-up, where you can step into a full-on sisterhood celebration of PINK x LoveShackFancy. See you there!"

Set against a dreamy party backdrop, the campaign captures the spirit of spontaneous fun and carefree celebration. A cast of Gen Z favorites - including Coco Samone, Darianka Sanchez, Jordyn Miller, Samira Ahmed, Scarlett Rose Leithold, and Shannon Zhao - brings bold femininity and infectious energy to the scene, spotlighting standout styles from the collection: oversized cotton tees with striking florals and logo graphics, cozy crewnecks and sweats adorned with rhinestones and foil accents, PJ and bralette sets subtly printed with signature PINK and LoveShackFancy patterns, flirty maxi and mini dresses with ruffle trims and lace touches, and a varsity-inspired jacket featuring "The 5 Rules of Pink." The whimsical creative nods to both brands' heritage, complete with a cameo from a larger-than-life PINK mascot dog and visual extravagance, such as oversized bows and balloon-covered moments, intrinsic to LoveShackFancy's style.

On Tuesday, August 5, PINK and LoveShackFancy will host a consumer pop-up event in New York City, giving fans a first-look at the must-have collection. Guests will have the chance to shop the collaboration before it officially launches, score fun freebies, and step into a full-on sisterhood celebration through the immersive PINK x LoveShackFancy experience. The pop-up will be located at 45 Grand Street, between West Broadway and Thompson Street, from 12:00pm - 7:00pm ET.

The PINK x LoveShackFancy collection will be available to shop beginning Wednesday, August 6, on [VSPINK.com](https://vspink.com), [LoveShackFancy.com](https://loveshackfancy.com), in all PINK and LoveShackFancy stores, and in select global PINK locations. The collection is priced from \$19.95 - \$199.95 and available in sizes XXS-XXL. To learn more on the PINK x LoveShackFancy collaboration, follow [@vspink](https://twitter.com/vspink) & [@loveshackfancy](https://twitter.com/loveshackfancy) on Instagram.

About VS PINK

PINK is a lifestyle brand for young women offering vibrant color, fun designs, and feel-good fashion for every mood and moment. From everyday essentials, including cozy loungewear and trendy sleepwear, to heritage favorites such as foldover flares, and must-haves across swim, intimates, beauty, and accessories - every piece is crafted to help women feel comfortable, empowered, and authentically themselves. With a deep-rooted commitment to community and self-expression, PINK uplifts the next generation to feel confident, connected, and stylish wherever the day takes them.

About LoveShackFancy

LoveShackFancy is a global fashion, beauty, home and lifestyle brand founded by Rebecca Hessel Cohen in 2013. It was created to celebrate love and revel in the beauty of a flower-filled, rose-colored world. Here, everyday is an occasion and your wildest dreams can become reality. The LoveShackFancy aesthetic marries vintage inspiration with a fun and modern take on femininity: An overflow of pink, prints, ruffles and lace that speaks not just to romantics at heart but anyone who wants to feel beautiful and confident in their own skin. The bows that can be found across LoveShackFancy clothing, perfume, bedding and kids collections perfectly encapsulate the spirit of the brand—a balance of softness and strength, and an undeniable charm that has no age or time limit.