VICTORIA'S SECRET & CO.

Victoria's Secret & Co. Essentials Celebrates Historic Milestone

March 10, 2026

Today, Victoria's Secret & Co. (VS&Co) celebrates a major milestone for VS&Co Essentials, its philanthropic program delivering quality undergarments to women in need. Launched in 2022 with a goal to serve one million women – the program has surpassed that target.

Delivering nearly five million essential products to more than one million women nationwide, VS&Co Essentials now stands among the most scaled corporate efforts addressing a fundamental yet often overlooked basic need.

Rooted in the belief that every woman deserves to feel like the best version of herself, VS&Co partners with more than 200 accredited 501(c)(3) nonprofit organizations to ensure women have access to the quality undergarments as they face some of life's toughest challenges and work to rebuild and move forward.

Program to date impact highlights

- **$22,311,751** estimated fair market value of goods donated
- **1,053,804** women supported
- **4,862,677** units donated to organizations nationwide

"Thanks to the relentless dedication of our teams and nonprofit partners across the country, VS&Co Essentials is transforming what support looks like for women who need it most," said Leslie Nixon, AVP of Community Relations at VS&Co. "Reaching one million women is a milestone we celebrate but it's also a call to action. We're accelerating this program, scaling with purpose, and innovating alongside the communities we serve to create impact that lasts for generations."

"VS&Co Essentials is a gamechanger for the women we serve," said Dana Marlowe, nonprofit partner, founder and CEO of I Support the Girls. "Programs like this don't just meet immediate needs - they empower women to rebuild their lives with a sense of self-assurance and hope for the future. We're proud to partner with VS&Co to bring this kind of impact to our community."

Looking Ahead: Scaling Impact for the Next Million

With more than one million women reached and countless stories of renewed confidence, VS&Co Essentials demonstrates how scale, operational expertise, and a clear sense of purpose can translate into measurable impact. The next phase will focus on increasing distribution capacity and unlocking new ways to support women globally.

This milestone reflects not only the strength of the program, but the company's broader commitment to supporting women at pivotal moments in their lives.

For more information on how to join the program as a non-profit, please visit here.