

PRONOUNS

Our core values have guided our company for decades. Victoria's Secret & Co. supports diverse identities and fosters a culture that is anti-racist, consists of active allies, embraces social change, takes action and is accountable. To live up to the value, "Inclusion Makes Us Stronger," it is important to bring awareness to and educate associates on diversity, equity and inclusion.

IMPORTANCE OF PRONOUNS

Words are powerful; they help us convey meaning and connect with others. Pronoun references happen in everyday conversation, like when a group is addressed as "ladies and gentlemen". Some people in the LGBTQIA+ community use pronouns to describe themselves that represent deeply personal choices. A person's pronoun is not determined by their appearance and does not always align with traditional gendered pronouns (she/her, he/him). Showing respect begins with understanding and using the pronouns others identify with.

START AT THE BEGINNING

Pronoun references permeate our everyday conversations, whether it is on the phone, in-person or over email. In addition, many people fall back on gendered language to express respect, formality, and/or convey a customer friendly tone. Utilize gender-neutral greetings when addressing groups of people. Choose from a variety of greetings to replace gendered introductions like ladies and gentlemen which can alienate staff who identify differently.

ADDRESSING GROUPS OPTIONS CAN INCLUDE

- All of you
- Colleagues
- Everyone
- Valued guests
- Y'all
- Friends
- Team
- Folks

You can demonstrate respect for others by modeling appropriate pronoun use in workplace interactions. Try making pronouns an optional part of introductions at check-ins, meetings or events.

- "What personal pronouns do you use?"
- "How would you like me to refer to you?"
- "How would you like to be addressed?"
- "My name is Tou and my pronouns are he and him. What about you?"

WHAT IF I MAKE A MISTAKE?

Don't make a big deal out of it or draw extra attention to it; instead, make a swift apology and use the correct pronoun(s) moving forward.

- "Her books are—I'm sorry, hir books are over there." By correcting yourself, you're modeling respectful pronoun use for others in the conversation.
- If you only realize the mistake later, a brief apology can help: "I'm sorry I used the wrong pronoun earlier. I'll be more careful next time."

If someone uses the wrong pronoun for a person who is not present, try a brief correction:

- "I think Sam uses she and her pronouns. And yes, I'm going to her house later too!"

WHAT IF THEY LIST MULTIPLE, NO, OR ANY PRONOUNS?

Some people are comfortable with different sets of pronouns, and may share them (she/they, ze/he). In such cases, a good rule of thumb is the prioritize usage by the order the pronouns are presented.

- "My name is Alex, and I use the pronouns they and she." While it would still be correct to refer to Alex by her second choice of pronouns, it would be more accurate to refer to them by their first choice.

Still others may not wish to use pronouns at all, and in those circumstances, always refer to them by name.

- "Logan's desk is by the window, and Logan will be up shortly to meet with you." Referring to your associates by respecting their identities creates a more welcoming environment.

Finally, there are some who are comfortable with any set of pronouns. In these cases, you may refer to them with any pronoun they are comfortable with.

- "Jonathan's meeting is starting soon, and she would like to meet you."

SIGNIFYING PRONOUNS IN YOUR EMAIL SIGNATURE

L Brands supports employees' choice to include their pronouns in their email signature. Below is an example of the approved template with pronouns included:

John Doe | Planning & Design

Pronouns: He, Him, His

O: 614.555.5555 C: 614.555.5555

VICTORIA'S SECRET & CO.

PRONOUN Q&A

How to pronounce the Ze/Zir/Zirs and Ze/Hir/Hirs for those not familiar (like, is the "i" in "hir" a long vowel or short vowel? "hur" or "here"?)

"Ze" is usually pronounced with a long "e" and that "hir" and its forms are usually pronounced like the English word "here." Instead of ze/hir pronouns, some people go by "ze/zir" pronouns because of the more consistent pronunciation and spelling.

Why it is important for cis people to add their pronouns?

Here is a great article for insight: [Why I Put Pronouns on my Email Signature \(and LinkedIn profile\) and You Should Too](#)

For cisgender people, sharing your pronouns helps normalize recognition of everyone's pronouns, particularly in a work environment, and makes for a safer and more welcoming, inclusive environment for all.

PRONOUNS & HOW TO USE THEM

SHE/HER/HERS	HE/HIM/HIS	THEY/THEM/THEIRS	ZE/ZIR/ZIRS	ZE/HIR/HIRS
She is here now.	He is here now.	They are here now.	Ze is here now.	Ze is here now.
Her phone call just started.	His phone call just started.	Their phone call just started.	Zir phone call just started.	Hir phone call just started.
She excused herself from the meeting.	He excused himself from the meeting.	They excused themselves from the meeting.	Ze excused zirsself from the meeting.	Ze excused himself from the meeting.
That seat is hers.	That seat is his.	That seat is theirs.	That seat is zirs.	That seat is hirs.
Let's wait for her.	Let's wait for him.	Let's wait for them.	Let's wait for zir.	Let's wait for hir.