

Executive Leadership Series

Janie Schaffer, Chief Design Officer for Victoria's Secret & Claudine Rankin, EVP of Design for PINK & Happy Nation

The Victoria's Secret & Co. Executive Leadership Series is a behind-the-scenes conversation with our leaders on the topics they are most passionate about. Stay tuned as we continue our commitment to welcome, celebrate and honor our associates, our customers and the communities where we engage. We are excited to have you on this journey with us.



VS&Co
VICTORIA'S SECRET & CO.

Designing for Holiday

Victoria's Secret and PINK are known for their iconic Holiday collections. With hues of red and green, cozy fabrics like fleece and velvet, and festive styles from robes to corsets and so much more, our brands are sure to get you in the spirit this season! But who are behind the designs we know and love?

Meet Janie Schaffer, Chief Design Officer for Victoria's Secret, and Claudine Rankin, EVP of Design for PINK and our newest brand for tweens, happy nation, as they share more about their career, designing for Holiday and what trends are sure to last for our customers of all ages.



Tell us about yourself and your role at VS&Co.

JS: I've spent my entire career in the lingerie industry. I first joined Victoria's Secret in 2008 as Chief Design Officer. In this position, I led design for all of Victoria's Secret's lingerie and apparel. I left for a short period of time in 2015 but rejoined the company about two years ago because I am so passionate about this brand and the positive direction we're headed. Early on in my career, I launched my own lingerie company, Knickerbox, which I eventually sold but had successfully expanded to more than 100 stores across Britain, Europe and the Far East.



CR: I am Executive Vice President of Design for both PINK and happy nation, meaning I am responsible for coming up with our product design strategy and innovation. I've had a long career with the company, which I first joined in 1997. I left for a few years and then rejoined as a part of Limited Design Services, the think tank where PINK was first originated. Shortly after, I moved to Victoria's Secret and had the opportunity to be a part of some incredible milestones like the development and evolution of PINK, and the recent launch of happy nation, our newest brand for tweens. Although my biggest accomplishment is that I am a mom to twins, Finn and Margot!

What makes you passionate about leading design at VS&Co?

JS: It's safe to say that I've always had my eye on Victoria's Secret and since this is my second time working for the company, I'd say you have to be pretty passionate to do it twice! What I love now is how our brand is transforming to support women on every part of their journey and become more inclusive in everything from skin tones to expanded sizing. We have lots of incredible work to do in making this new mission come to life and I also work with an extremely passionate team that keeps me energized. I'm so excited to be at Victoria's Secret and be a part of this journey.

CR: There are so many reasons! I love designing products I know our customers will love and wear over and over again. I also work with an incredible team that shares this same enthusiasm and makes work fun and collaborative – no two days are the same. VS&Co is also a company that empowers an entrepreneurial approach, meaning we need to stay creative, resourceful and always look for positive opportunities even in the most challenging situations. It's a very rewarding experience.

What are some of the big fashion trends we are seeing as it relates to our product offerings in 2022

JS: The COVID-19 pandemic had a big impact on retail – namely in people’s perception about what they wore and how they dressed. Nobody was leaving their house, so comfort was really key at this time. It still is today, but now that we’re almost three years out, we’re also seeing a return to glamour.

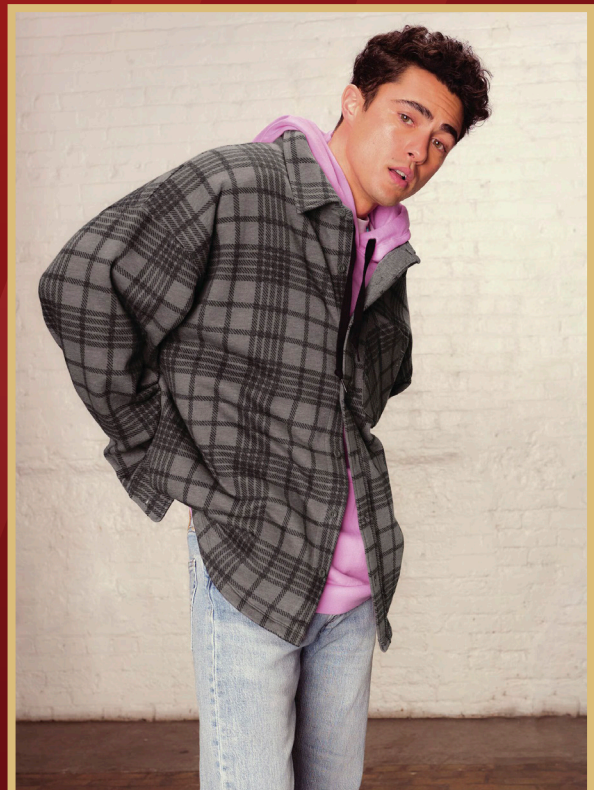
That, to me, is the biggest trend – comfortable glamour. We’re really digging into products that are super comfortable, but also incredibly glamorous. What styles can be worn at work or while running errands that still offer the same level of comfort customers have grown accustomed to while lounging at home? That’s been our thought process when designing collections like Love Cloud, which we launched earlier this year.



CR: For the Gen Z market, trend-right comfort is everything. This means designing products that are up to date with the latest trends but also comfortable enough for all-day wear. These are things like the shacket, a jacket and shirt crossover that is really popular now, mini knits, active onsies to wear at home and out and about, cargo and velvet-everything.

2023 is just around the corner! What trends do you think will be big next year?

JS: We’re going to continue seeing comfortable glamour as a trend, as well as technology advances that are going to make garments even more comfortable – and even more sustainable. VS&Co is committed to doing what is right in our industry, so sustainability and recyclable garments will be another big trend for us. We also have some amazing collaborations in the pipe for next year, so you’ll have to stay tuned to find out more!



CR: We'll see a continuation of the trends from 2022, as well as a few new ones in 2023. For PINK customers, age-appropriate, but casual-wear corsets will be big. We'll also see evolutions of the iconic PINK logo in new styles and textures like ombre, florals and bling. Parachute pants will also be popular among the Gen Z audience.

Spring will continue to be more of the same for happy nation since we just launched last April. Our focus for the brand at this point is really building brand awareness around our products for tweens. We are excited about what the future has in store for our new brand, which is only eight months old at this point!



Holiday is the biggest and one of the most important times of year for our business. Can you share a little bit about what styles we have in store for the season?

JS: Holiday is a definite return to glamour. I think the true craftsmanship of our Holiday collection though is all in the finite details – the leather, the lace, the super shiny satin jewel colors. It's details like these that set Victoria's Secret apart because we work with incredible suppliers like fourth-generation embroidery houses in Europe or amazing satin and fabric suppliers. It's a true team effort.

You know, I was in our stores in the beginning of the season watching the collection be put up and was really blown away with how everything has come together – the styles, the prints, the colors are all so beautiful. I'm just so proud of the entire design team because I don't think we've ever had a Holiday collection quite so glamorous!



CR: This year, PINK took an unapologetically holiday approach with the iconic red and green colors scheme, festive prints, cozy styles, shine collections, velvet and so much more. To us, it's all about giving the customer an emotional and nostalgic holiday season both when they shop and when they actually wear the product.

This approach echoes PINK's holiday campaign, Celebrate Your Way, which is all about manifesting big holiday energy with cozy feels, warm vibes and spending time with those that matter most. It's a feel-good campaign that is supplemented with feel-good apparel.



Our brands have lots of incredible products for Holiday. What is on your wish list this year?

JS: Do I have to pick just one? There are really some fantastic selections like robes, lingerie sets with stunning bras, particularly the Dream Angels collection is what I have my eye on for its comfort, yet high-fashion look and feel. I will also say, I do love our flannel and modal pajamas – I swear it's the most comfortable thing on the planet. That said, everyone on my gift list will be getting Victoria's Secret PJs this year because they're pretty much unbeatable!

CR: That's an easy one! I'm going to get the full family sleep set from happy nation. There's nothing more cozy than matching PJs with the family over the holidays – my twins will love it too!





What is your favorite part about working at VS&Co?

JS: I've worked in quite a few roles throughout my career, so I think I can confidently say that there is something about Victoria's Secret that brings an extra level of passion. I think it's because we all have a common interest to do good, especially as we continue our brand transformation journey. We are truly making sure we support women throughout every phase of their life – good or bad. It's especially inspirational as a business that is primarily made up of women too. My favorite part about working here is the extra passion and love we have for this brand.

CR: I'll keep it short and sweet ... it's the exciting potential for our future. We've done so much since becoming an independent company last year, but this is still just the beginning!

Any advice or life lessons you would like to share?

JS: Follow your heart and make sure you have a passion for what you do! That's certainly been my experience here at VS&Co. And also, make sure you always are being respectful and kind.

CR: The golden rule, to treat others the way you want to be treated.

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