

VICTORIA'S SECRET & CO.

Honoring Women's History Month

March 1, 2022

In the United States, March is recognized as Women's History Month, a time to honor the contributions and achievements today and throughout history.

As an organization built on serving women and with a workforce that's nearly 90% women, we're proud to recognize Women's History Month and International Women's Day.

We're rallying around the theme of *Investing in Women* through money, time, partnerships, hope and healing. Explore how we're investing in and honoring women:

Associate Engagement

[WIN \(Women's Inclusion Network\)](#), our Inclusion Resource Group for women associates and their allies, will host a number of activities throughout March focused on providing healing and promoting hope, the national focus for Women's History Month. Associates can join speaker events, panel discussions and coffee chats. Topics include mentorship, building relationship skills, strengthening mindsets and more.

Through WIN, led by our associates, we are investing \$50,000 with nonprofits that support girls' leadership programming and an overall mission to empower and advocate for women and girls.

WIN's mission to empower women to lead and excel by providing professional development, leadership enrichment and engagement opportunities within a supportive environment where women are connected, engaged and mentored.

Investing in Women, Together.

Victoria's Secret

As we continue our journey to become a leading advocate for women, Victoria's Secret is proud to launch a heartfelt "Invest in Her" month-long campaign that focuses on devoting time and money to women. Through sharing stories focused on women, and shining a spotlight on their careers, experiences and more, we'll work to empower, embolden and inspire this ever-growing and powerful community.

Additionally, we announced that we intend to make a \$7 million investment in women-led businesses identified by Venture Capital firm [Amplifyher Ventures](#) to provide women entrepreneurs with greater access to capital and growth opportunities.

This investment will help close the gender funding gap by championing existing and up-and-coming women entrepreneurs; creating opportunities for women investors, business founders, and leadership teams to thrive; and ensuring women are represented in companies from the ground up.

The announcement comes at a time where this is still a persisting gap in gender funding despite decades-long calls from the business and financial community to increase women's access to business capital and despite [data in 2021 reporting](#) women-led companies are more likely to be successful and help advance other women in the process. [Learn more about this exciting announcement here.](#)

PINK

To honor Women's History month, PINK is partnering with NYC-based artist and poet [Amber Vittoria](#) on an exclusive design for our PINK Crew Sweatshirt and Ringer Tee. Amber uses ink, colored pencil and acrylic paints to create line drawings and impactful words that emphasize her relationship to womanhood, emotion and societal expectations.

We're also honoring our charitable partnership with [Dress for Success](#), which focuses on empowering women to achieve economic independence.

Amy Hauk, CEO of PINK, will be joining Dress for Success along with other industry-leading women as a 2022 honoree for their "[Your Hour, Her Power](#)" Campaign. This campaign is centered on celebrating groundbreaking women in leadership positions and is inspired by the belief that when women have access to opportunities, they can become powerful beyond measure. [Check out Amy's inspiring video message here.](#)