

VICTORIA'S SECRET & CO.

Celebrating Black History Month

February 1, 2023

We know diversity makes us stronger. We are continually working to ensure our words are transformed into meaningful actions.

This month and beyond, we'll spotlight and amplify Black voices, showcasing vital partnerships with organizations like the one we have with Zora's House and championing Mosaic, our Inclusion Resource Group—and that's just the beginning. Learn more about how we're recognizing Black History Month, as well as our ongoing initiatives throughout the year.

Associate Celebrations

For us, honoring Black History Month starts internally with our thousands of associates.

[Mosaic](#), our Inclusion Resource Group (IRG) for Black and African American associates and their allies, will be hosting events throughout February focused on the theme "Black Excellence and Resilience" through the lens of mental health.

We'll be kicking off the month by hosting a conversation circle with creatives and innovators in the fashion and lifestyle space. The event will be an honest and engaging discussion about what it means to break ground as Black women in the industry, their career journeys and inspirations.

Mosaic will also be hosting a variety of activations throughout the month including participating in panel discussions with VS&Co leaders, joining a virtual cooking class that pays homage to the Black diaspora, attending a collaboration session to discuss the importance of intersectionality, supporting a Black-owned marketplace during our company-hosted social event and more!

Our Year-Round Efforts

Joining the Fifteen Percent Pledge

This past year, we signed a multi-year commitment with the Fifteen Percent Pledge, with the goal of increasing the number of Black-owned brands in our supplier base.

[The Fifteen Percent Pledge](#) is a racial equity and economic justice non-profit organization working toward a more equitable economic future.

In recognition that Black people in the U.S. make up nearly 15 percent of the population, the Fifteen Percent Pledge is calling on major retailers and corporations to commit a minimum of 15 percent of their annual purchasing power to Black-owned businesses, in addition to other internal and external efforts to support closing the racial wealth gap.

As part of our commitment, we are partnering with the Fifteen Percent Pledge to create a welcoming and sustainable environment for Black brands to do business with us through our supplier diversity program and welcome those interested in applying to [learn more at our corporate website](#).

Our Historically Black College and University (HBCU) partnership

We're thrilled to continue our multi-year partnership with the Howard University School of Business. Over the next three years, we will work with faculty members to reimagine the curriculum and develop a pipeline of graduates who are fluid in the various concentrations within retail and business.

We will create professional development opportunities for students through a series of fireside chats, boot camps and workshops led by VS&Co Leaders and Executives.

Supporting Zora's House

Over the past year, we've established an ongoing partnership with [Zora's House](#), a co-working and community space for women and non-binary people of color in Columbus, Ohio. We're thrilled to be able to help support their mission of helping Black women and women of color by equipping them with the clarity, confidence and community they need to live happily and do their best work.

This past holiday season at one of our stores, we hosted a preview of their [annual pop up market](#) with women-of-color-owned businesses that featured an interactive art installation designed by Raeghan Buchanan, customized Victoria's Secret perfume bottle engravings, activities that explored the meaning of empowerment and a chance to win Victoria's Secret products.

Additionally, throughout the year, we've worked together on multiple volunteer opportunities and professional development workshops designed to improve understanding and the work experience for Black associates and their allies. We also worked with Zora's House to participate in our wear and fit testing, where they're able to share their experiences with the brand and test new products as the retail expands the sizes and styles it offers.

Fostering Positive Mental Health

Fostering positive mental health among young adults is a priority for us. To bring this focus to life, we've established ongoing donations, programming, volunteer opportunities and partnered with organizations who share our mission.

To date, we've donated more than \$3 million in monetary value and products to organizations who focus on mental health, including to the [Black Emotional and Mental Health Collective](#) (BEAM). BEAM is a national training, movement building and grant making institution that is dedicated to the healing, wellness, and liberation of Black and marginalized communities.

In 2022, we funded more than 300 people to attend BEAM's two-day Black Healing Remix Summit, a summit centered on creating conversations and events that provide mental health education while centering on unique healing practices and approaches.

Investing in Black-owned Businesses

As part of our larger mission to welcome, celebrate and champion *all* women, we are honored to use platform to spotlight and invest in Black-owned businesses, including contemporary swim and resort-wear brand, [B.FYNE](#), and bring their products to our customers around the globe [B.FYNE](#) was founded by Nigerian American fashion designer, Buki Ade. She was inspired to create her wildly popular line after realizing the industry lacked creativity and representation of African designers. Every hand-sewn garment has been conceptualized for the fashion-forward, cultural aficionado you are. The designs are for the risk-taking woman in protest of the fashion status quo. Highly regarded for enchanting designs and alluring hues, B.Fyne swimsuits emphasize your curves with intention. The experience is meant to leave you inspired and empowered.

We'll also be recognizing and highlighting voices within the Black community and sharing more about what makes these individuals *Undefinable*.