

# VICTORIA'S SECRET & CO.

## Victoria's Secret & Co. Attends Florida A&M University's annual Beautiversity Experience to Gain Valuable Brand Insights from Students

April 17, 2023

Victoria's Secret & Co. recently visited Florida Agricultural and Mechanical University (FAMU), a historically Black public university, to attend their annual Beautiversity Experience hosted by Impressions of Beauty.

The multi-day event provided the opportunity to hear directly from FAMU students about their experiences with Victoria's Secret and PINK including product feedback, marketing and more, with the goal of ensuring VS&Co accurately represents and reflects the diversity of our customers in everything we do.

The Beautiversity Experience is a curated expo designed to educate, empower, entertain and inspire students to live their best lives from the inside out, upholding Impressions of Beauty's mission to connect multi-cultural college students with beauty and lifestyle brands. The event featured pop-up booths from leading consumer brands, speaker events, music, games and more.

During the event, students were able to connect with a variety of business-critical teams at VS&Co including Diversity, Equity and Inclusion (DEI), Recruiting, Tech Design, Wear Test and the regional store district manager.

VS&Co has a year-round partnership with FAMU, as well as other universities to establish new and diverse talent pipelines with equitable hiring processes.

### YARDSIDE CHAT WITH CHIEF DIVERSITY OFFICER, LYDIA SMITH

At the Beautiversity Experience, students heard from VS&Co Chief Diversity Officer Lydia Smith during one of the event's Yardside Chats™, a special speaker session that connects students with leaders at beauty and lifestyle brands.

As a proud FAMU alumnus, Lydia was thrilled to share her personal experiences at the university, discuss her career path and offer career advice. She also highlighted VS&Co's DEI journey and our commitment to embed DEI into everything we do across the business – from the suppliers we work with to the marketing our customers see and everything in between.





### **BRA FITTING EVENT AT FAMU**

Our VS&Co Wear Test program has been a cornerstone of understanding consumer's needs and what they love in products for over a decade. We use the feedback from our Wear Test Program to directly inform future product iterations and test new products as we expand color ways, sizes, styles and more.

While on campus, the VS&Co Wear Test team hosted a two-day event, where over 250 students were able to share feedback on future Victoria's Secret and PINK products – our first Wear Test event at FAMU. This event was an intentional step in our commitment to creating products that support our customers and their unique abilities, sizes, body types and life stages.



