

Lagardère & Victoria's Secret open first CDF store in Hainan

Victoria's Secret Travel Retail and Lagardère Travel Retail have partnered to open their first store in the Hainan Tourism Duty Free Shopping Complex in downtown Sanya. The Victoria's Secret brand operates 60 stores in China.



The newest Victoria's Secret store in Sanya, Hainan, is opened and operated in partnership between Lagardère and Victoria's Secret

Featured in the 150-square-meter store will be signature panties, apparel and accessories in addition to Victoria's Secret Bombshell fragrance and the brand's all-new Natural Beauty collection.



In addition to the company's signature panties, apparel, accessories and fragrance, the store will carry Victoria's Secret's new Natural Beauty collection

Kevan Quantock, SVP Travel Retail for Victoria's Secret, commented: "It's a good time to be entering the fast-growing China Duty Free market and expectations are that the Sanya store will become a top selling location within the VS fleet of 150 Travel Retail stores."

Eudes Fabre, CEO of Lagardère China, stated: "We are very pleased to extend our global partnership with Victoria's Secret for this launch in the Hainan duty free market. Opening together a travel retail flagship for this iconic brand is part of our strategy to diversify and differentiate the offer on Hainan Island and we're confident it will be highly appreciated by our customers."

A new leadership team at Victoria's Secret is fully committed to the brand transformation with a focus on creating an inclusive environment for our associates, customers and partners and to celebrate, uplift and advocate for all women.