

# VICTORIA'S SECRET

Fioretti

Funes

Gianassi

Gili

# CREATION

- In 1970. By Roy Raymond.
- He wanted to create a market that didn't exist: A lingerie store designed to make men feel comfortable shopping there.
- He chose "Victoria" to evoke the propriety and respectability associated with the Victorian era.
- It begins working in California.

## A GREAT IDEA

- In the '50s and '60s, underwear was all about practicality and durability. Sensual lingerie was reserved for the honeymoon or the anniversary night.
- Victoria's Secret changed that.

## EVERYTHING CHANGED

- In 1982, something in Raymond's formula wasn't working.
- The bankruptcy was nearing.
- Ray decided to sell the company for \$4million.

# BIG MISTAKE

The company has the most successful brand of underwear in the United States.

They took very successful strategic decisions.





## THE END

Roy was in ruins, and when he saw that the company, for the early 90's annual revenue mark were a trillion dollars, he committed suicided.