

ESTTA Tracking number: **ESTTA446303**

Filing date: **12/14/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

### Opposers Information

Name	Chico's FAS, Inc.		
Entity	Corporation	Citizenship	Florida
Address	11215 Metro Parkway Fort Myers, FL 33966 UNITED STATES		

Name	Chico's Brands Investments, Inc.		
Entity	wholly-owned subsidiary	Citizenship	Florida
Address	11215 Metro Parkway Fort Myers, FL 33966 UNITED STATES		

Name	Soma Intimates, LLC		
Entity	limited liability company	Citizenship	Florida
Address	11215 Metro Parkway Fort Myers, FL 33966 UNITED STATES		

Attorney information	Ava K. Doppelt, Esq. Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A. 255 S. Orange Avenue, Suite 1401 Orlando, FL 32801 UNITED STATES adoppelt@addmg.com, spayne@addmg.com Phone:407-841-2330		
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### Applicant Information

Application No	85363064	Publication date	11/22/2011
Opposition Filing Date	12/14/2011	Opposition Period Ends	12/22/2011
Applicant	Victoria's Secret Stores Brand Management, Inc. Intellectual Property Manager Four Limited Parkway Reynoldsburg, OH 43068 UNITED STATES		

### Goods/Services Affected by Opposition

Class 003.  
All goods and services in the class are opposed, namely: Body creams; Body lotions; Body wash; Eau de parfum

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3977382	Application Date	10/28/2010
Registration Date	06/14/2011	Foreign Priority Date	NONE
Word Mark	OH MY GORGEOUS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2010/10/26 First Use In Commerce: 2010/10/26 perfume, body lotion, hand cream and bath cream		

U.S. Application No.	85367557	Application Date	07/11/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	OH MY GORGEOUS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2011/04/00 First Use In Commerce: 2011/04/00 women's apparel, namely, sleepwear, pajamas, chemises, gowns, robes, slippers, foundation garments, undergarments, bras, panties, and shapewear, namely, slips and camis		

Attachments	85163254#TMSN.jpeg ( 1 page )( bytes ) 85367557#TMSN.jpeg ( 1 page )( bytes ) SS9601.PDF ( 8 pages )(1261720 bytes )
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SS9603.PDF ( 16 pages )(873667 bytes )
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### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Ava K. Doppelt/
Name	Ava K. Doppelt, Esq.
Date	12/14/2011

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of trademark Application Serial No. 85/363064  
For the mark **SIMPLY GORGEOUS**  
Published in the Official Gazette on November 22, 2011

Chico's FAS, Inc.,  
Chico's Brands Investments, Inc., and  
Soma Intimates, LLC,

Opposers,

Opposition No. \_\_\_\_\_

vs.

Victoria's Secret Stores Brand Management, Inc.,

Applicant.

\_\_\_\_\_ /

**NOTICE OF OPPOSITION**

Chico's FAS, Inc. ("Chico's"), a Florida corporation; Chico's Brands Investments, Inc. ("Chico's Brands"), a wholly-owned Florida subsidiary and licensing entity of Chico's; and Soma Intimates, LLC ("Soma"), a Florida limited liability company and also a wholly-owned subsidiary of Chico's, all located at 11215 Metro Parkway, Fort Myers, Florida 33966 (collectively, "Opposers"), believe they will be damaged by the registration by Victoria's Secret Stores Brand Management, Inc. ("Applicant") of the mark **SIMPLY GORGEOUS**, shown in application Serial No. 85/363064, for use in connection with "body creams; body lotions; body wash; and eau de parfum," in International Class 3, as published in the Official Gazette on November 22, 2011, and they hereby oppose the same.

The grounds for the opposition are as follows:

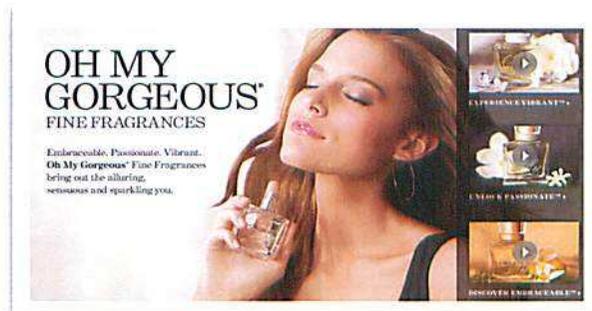
1. In 2010, Chico's announced that Soma would be launching a comprehensive new line of beauty products featuring fine fragrances, perfumes, body washes, hand creams, bath cream and lotions under the mark **OH MY GORGEOUS** (the "Soma Mark").

2. On October 28, 2010, Chico's Brands filed an application for the Soma Mark in the United States Patent and Trademark Office ("USPTO"), Application Serial No. 85/163,254, in International Class 3 for "perfume, body lotion, hand cream and bath cream." That application was published for opposition on March 29, 2011, and issued as Registration No. 3,977,382 ("the '382 Registration") on June 14, 2011. A true and correct copy of the '382 Registration is attached hereto as **Exhibit A**. The '382 Registration specifies that Chico's Brands, through rights from its licensee Soma, first began using the Soma Mark in commerce on or before October 2010 in connection with the identified goods.

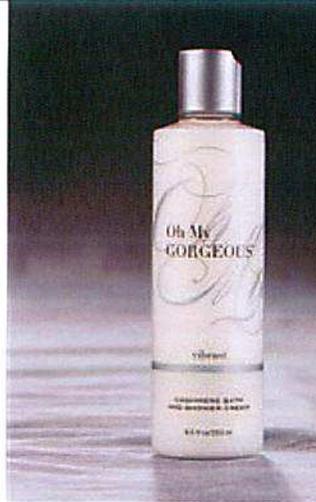
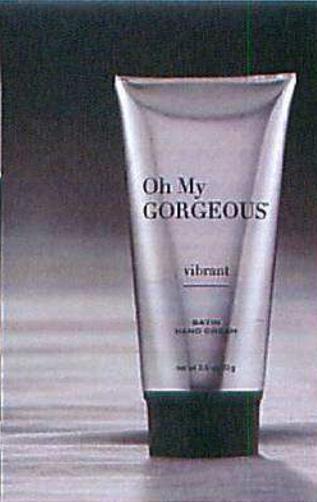
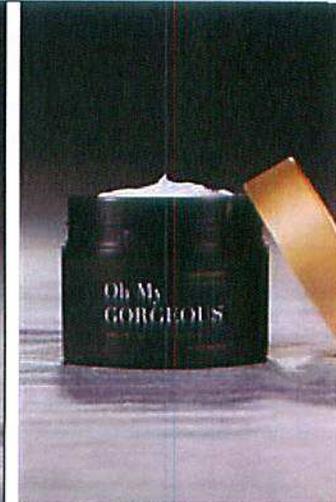
3. On July 11, 2011, Chico's Brands filed a second application for the Soma Mark in the USPTO, Application Serial No. 85/367,557, ("the '557 Application") in International Class 25 for "women's apparel, namely, sleepwear, pajamas, chemises, gowns, robes, slippers, foundation garments, undergarments, bras, panties, and shapewear, namely, slips and camis." The '557 Application was published for opposition on November 1, 2011. A true and correct copy of the '557 Application is attached hereto as **Exhibit B**. As shown in **Exhibit B**, the '557 Application reflects that Chico's Brands, through rights inuring from its subsidiary Soma, first began using the mark in commerce on or before April 2011.

4. The Soma Mark shown in the '382 Registration and the '557 Application is distinctive, well-established, and readily recognized by the relevant consuming public.

5. As shown in the below screenshot of Soma's website at [www.soma.com](http://www.soma.com), Soma uses the Soma Mark as shown in the '382 Registration to identify the source of its high-quality line of beauty products:



The line includes fine fragrances, body lotions, hand creams, and body soufflés sold, marketed, advertised and displayed under the Soma Mark

			
<p><b>Bath &amp; Shower Cream</b>          Size: 8.5 Fl. Oz.          Price: \$16.00          Style No. 570008286</p>	<p><b>Eau de Parfum Spray</b>          Size: 1.7 Fl. Oz.          Price: \$49.00          Style No. 570008241</p>	<p><b>Satin Hand Cream</b>          Size: 2.5 Fl. Oz.          Price: \$12.00          Style No.: 570008283</p>	<p><b>Velvet Body Souffle</b>          Size: 8.5 Fl. Oz.          Price: \$22.00          Style No.: 570008281</p>

6. Soma offers three scents under its **OH MY GORGEOUS** mark: VIBRANT, PASSIONATE, and EMBRACEABLE.

7. All these products are sold, advertised, and marketed to feature the word "GORGEOUS" as the dominant element.

8. In addition to its high quality beauty products, since at least April 2011 Soma has offered intimate apparel, including bras, camis, demis and panties under the Soma Mark **OH MY GORGEOUS**, as shown below:

			
<p><b>Oh My Gorgeous Cami Bra</b>  Price: \$48.00 (US)  Style No.: 570021761</p>	<p><b>Oh My Gorgeous Bridget Shimmer Cami Bra</b>  Price: \$44.00 (US)  Style No.: 570010763</p>	<p><b>Oh My Gorgeous Hipster Panties</b>  Price: \$18.00 (US)  Style No.: 570021760</p>	<p><b>Oh My Gorgeous Bridget Sequins Cami Bra</b>  Price: \$49.00 (US)  Style No.: 570011512</p>

Soma's **OH MY GORGEOUS** lingerie line is designed and promoted as form fitting and delicate, yet sensual and flattering. The bras are priced between \$44.00 to \$52.00, and the panties are priced between \$12.00 – \$18.00.

9. The **OH MY GORGEOUS** lingerie items are offered in seven different colors including black, black/splendid plum, ivory, nine iron/silver diamond, soft tan, soft tan/black, and white.

10. Opposers use the Soma Mark consistently and exclusively in connection with the design, manufacture, distribution, sale, advertising and promotion of their beauty products and intimate apparel. Moreover, the **OH MY GORGEOUS** mark is prominently featured in Opposers' advertising and promotional materials, including on the Chico's website and the Soma website, in social media such as the Soma Intimates Facebook page, and directly on Opposers' products. Moreover, individual Soma stores are conducting their own unique promotions featuring the Soma Mark, such as the private "Get Gorgeous" parties. See **Exhibit C** attached hereto.

11. Opposers have developed a strong reputation in the specialty retail market for high quality women's apparel and beauty products. The Soma Mark has become well-known symbol of the superior quality of Opposers' products, such that it immediately identifies Opposers' as the ultimate source of the first-class products bearing the **OH MY GORGEOUS** mark.

12. Opposers have made a special effort to call out their line of products offered under the Soma Mark by, for example, featuring them in the 2010 Annual Report (the only brand so featured), and putting on "Get Gorgeous" parties at selected Soma retail outlets throughout the country.

13. As a result of Opposers' extensive efforts and significant and recognizable expenditures, the Soma Mark has become highly distinctive, and is among Opposers' most valuable assets.

#### **D. Applicant's Mark**

14. Applicant, which is wholly owned, operated, controlled and managed by Limited Brands, Inc., is also a nationwide mass retailer of women's clothing, intimate apparel and beauty products.

15. As such, Applicant is a direct competitor of Soma in both the beauty product and intimate apparel categories, and dominates both categories.

16. According to January 2011 data, Applicant operates 1,040 company owned stores, as well as 18 independently owned stores. Its parent company claims that Applicant had over \$4 billion in net sales last year at its brick-and mortar stores, with an additional \$1.5 billion from its on-line and catalog sales.<sup>1</sup>

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<sup>1</sup> See [http://www.limitedbrands.com/our\\_brands/victorias\\_secret/about.aspx](http://www.limitedbrands.com/our_brands/victorias_secret/about.aspx) (last visited Sep. 24, 2011)

17. In mid-September of 2011, Applicant launched a new line of intimate apparel and beauty products under the name **GORGEOUS**. This new product launch was heavily supported by an extensive advertising campaign conducted at various levels of print and electronic media, <http://www.victoriasecret.com/bras/the-gorgeous-collection>, which includes the following advertisement for demi and push-up bras offered under the GORGEOUS name.



18. A September 21, 2011 Victoria's Secret press release describes Applicant's new fragrance line and updated bra collection under the mark **GORGEOUS**. The **GORGEOUS** brand of intimate apparel is touted by Victoria's Secret as "sexy, flirty and ultra-feminine," with a "peek-a-boo" design that is "eye-catching... boudoir-chic and high glamour style." A true and correct copy of this press release is attached as **Exhibit D**.

19. On July 5, 2011, Applicant filed an intent-to-use trademark application for the mark **SIMPLY GORGEOUS** for use on "body creams; body lotions; body wash; and eau de parfum," in International Class 3, Application Serial No. 85/363064 ("Applicant's Mark"). To date, Applicant has not filed an Amendment to Allege Use.

20. The application for the mark **SIMPLY GORGEOUS** shows a mark that is confusingly similar in sight, sound, connotation, and commercial impression to the Soma Mark.

21. The application for Applicant's Mark shows goods that are similar, if not identical, to the goods offered by Opposers under their Soma Mark.

22. Upon information and belief, Applicant will be selling and offering for sale goods under Applicant's Mark **SIMPLY GORGEIOUS** through the same channels of trade and to the same classes of purchasers used by Opposers in connection with their Soma Mark.

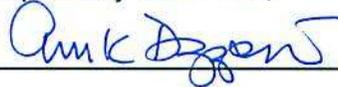
23. The application for Applicant's Mark should be denied registration because Applicant's Mark, as shown in the subject application, is confusingly and deceptively similar to the previously used and registered Soma Mark, and because Applicant's Mark is likely to cause confusion with the Soma Mark as to the source of the respective goods.

24. If Applicant is granted the registration herein opposed, it would obtain at least a *prima facie* exclusive right to use the mark **SIMPLY GORGEIOUS** for the goods shown on the application, thereby causing damage and injury to Opposers. Any defect, objection or fault found with Applicant's goods promoted under the Applicant's Mark is likely to reflect upon Opposers, and expose Opposers to liability, and seriously injure the goodwill and superior reputation that Opposers have established for their goods and marks.

25. WHEREFORE, Opposers respectfully request that this opposition be sustained, and that Applicant's Mark **SIMPLY GORGEIOUS**, shown in Application Serial No. 85/363064 be denied registration.

Dated: December 14, 2011

Respectfully submitted,



Ava K. Doppelt, Esq.  
Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A.  
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Suite 1401  
Orlando, Florida 32801  
Phone (407) 841-2330  
Fax (407) 841-2343  
Email: [adoppelt@addmq.com](mailto:adoppelt@addmq.com)

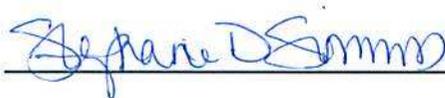
**Attorney for Opposers  
Chico's FAS, Inc., Chico's Brands Investments,  
Inc. and Soma Intimates, LLC**

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that a true and correct copy of the foregoing was served by U. S. Mail on December 14, 2011, to:

Victoria's Secret Stores Brand Management, Inc.  
Intellectual Property Manager  
Four Limited Parkway  
Reynoldsburg, OH 43068

Ms. Shenia Miracle  
Limited Brands  
Intellectual Property Manger  
Four Limited Parkway  
Reynoldsburg, OH 43068

  
\_\_\_\_\_

**EXHIBIT A**

# United States of America

United States Patent and Trademark Office

OH MY GORGEOUS

**Reg. No. 3,977,382**

**Registered June 14, 2011**

**Int. Cl.: 3**

**TRADEMARK**

**PRINCIPAL REGISTER**

CHICO'S BRANDS INVESTMENTS, INC. (FLORIDA CORPORATION)  
11215 METRO PARKWAY  
FT. MYERS, FL 33966

FOR: PERFUME, BODY LOTION, HAND CREAM AND BATH CREAM, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 10-26-2010; IN COMMERCE 10-26-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-163,254, FILED 10-28-2010.

GISELLE AGOSTO, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**EXHIBIT B**

## Trademark/Service Mark Application, Principal Register

Serial Number: 85367557

Filing Date: 07/11/2011

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	85367557
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<u>OH MY GORGEOUS</u>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	OH MY GORGEOUS
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Chico's Brands Investments, Inc.
<b>*STREET</b>	11215 Metro Parkway
<b>*CITY</b>	Fort Myers
<b>*STATE</b> (Required for U.S. applicants)	Florida
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b> (Required for U.S. applicants only)	33966
<b>EMAIL ADDRESS</b>	iplaw@vorys.com
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation
<b>STATE/COUNTRY OF INCORPORATION</b>	Florida
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	025

<b>*IDENTIFICATION</b>	women's apparel, namely, sleepwear, pajamas, chemises, gowns, robes, slippers, foundation garments, undergarments, bras, panties, and shapewear, namely, slips and camis
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 04/00/2011
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 04/00/2011
<b>SPECIMEN FILE NAME(S)</b>	<u>\\TICRS\EXPORT11\IMAGEOUT11\853\675\85367557\xml1\ APP0003.JPG</u>
<b>SPECIMEN DESCRIPTION</b>	photo of a hangtag on product
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Cory M. Amron
<b>ATTORNEY DOCKET NUMBER</b>	064632-000009
<b>FIRM NAME</b>	Vorys, Sater, Seymour and Pease LLP
<b>INTERNAL ADDRESS</b>	IPLaw@Vorys
<b>STREET</b>	P.O. Box 2255
<b>CITY</b>	Columbus
<b>STATE</b>	Ohio
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	43216-2255
<b>PHONE</b>	(202) 467-8800
<b>FAX</b>	(202) 533-9099
<b>EMAIL ADDRESS</b>	iplaw@vorys.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	Richard S. Donnell; Christopher M. Ott
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Cory M. Amron
<b>FIRM NAME</b>	Vorys, Sater, Seymour and Pease LLP
<b>INTERNAL ADDRESS</b>	IPLaw@Vorys
<b>STREET</b>	P.O. Box 2255
<b>CITY</b>	Columbus

<b>STATE</b>	Ohio
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	43216-2255
<b>PHONE</b>	(202) 467-8800
<b>FAX</b>	(202) 533-9099
<b>EMAIL ADDRESS</b>	iplaw@vorys.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	325
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/A. Alexander Rhodes/
<b>SIGNATORY'S NAME</b>	A. Alexander Rhodes
<b>SIGNATORY'S POSITION</b>	President
<b>DATE SIGNED</b>	07/11/2011

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 85367557**

**Filing Date: 07/11/2011**

### To the Commissioner for Trademarks:

**MARK:** OH MY GORGEOUS (Standard Characters, see mark)

The literal element of the mark consists of OH MY GORGEOUS.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Chico's Brands Investments, Inc., a corporation of Florida, having an address of  
11215 Metro Parkway  
Fort Myers, Florida 33966  
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 025: women's apparel, namely, sleepwear, pajamas, chemises, gowns, robes, slippers, foundation garments, undergarments, bras, panties, and shapewear, namely, slips and camis

In International Class 025, the mark was first used at least as early as 04/00/2011, and first used in commerce at least as early as 04/00/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) photo of a hangtag on product.

Specimen File1

The applicant's current Attorney Information:

Cory M. Amron and Richard S. Donnell; Christopher M. Ott of Vorys, Sater, Seymour and Pease LLP

IPLaw@Vorys  
P.O. Box 2255  
Columbus, Ohio 43216-2255  
United States

The attorney docket/reference number is 064632-000009.

The applicant's current Correspondence Information:

Cory M. Amron  
Vorys, Sater, Seymour and Pease LLP  
IPLaw@Vorys  
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Columbus, Ohio 43216-2255  
(202) 467-8800(phone)

(202) 533-9099(fax)

iplaw@vorys.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /A. Alexander Rhodes/ Date Signed: 07/11/2011

Signatory's Name: A. Alexander Rhodes

Signatory's Position: President

RAM Sale Number: 17369

RAM Accounting Date: 07/11/2011

Serial Number: 85367557

Internet Transmission Date: Mon Jul 11 08:46:10 EDT 2011

TEAS Stamp: USPTO/BAS-216.235.16.118-201107110846103

82861-85367557-480ee3c47c980242629971e6c

22d268ee96-DA-17369-20110708175331500629

OH MY GORGEOUS

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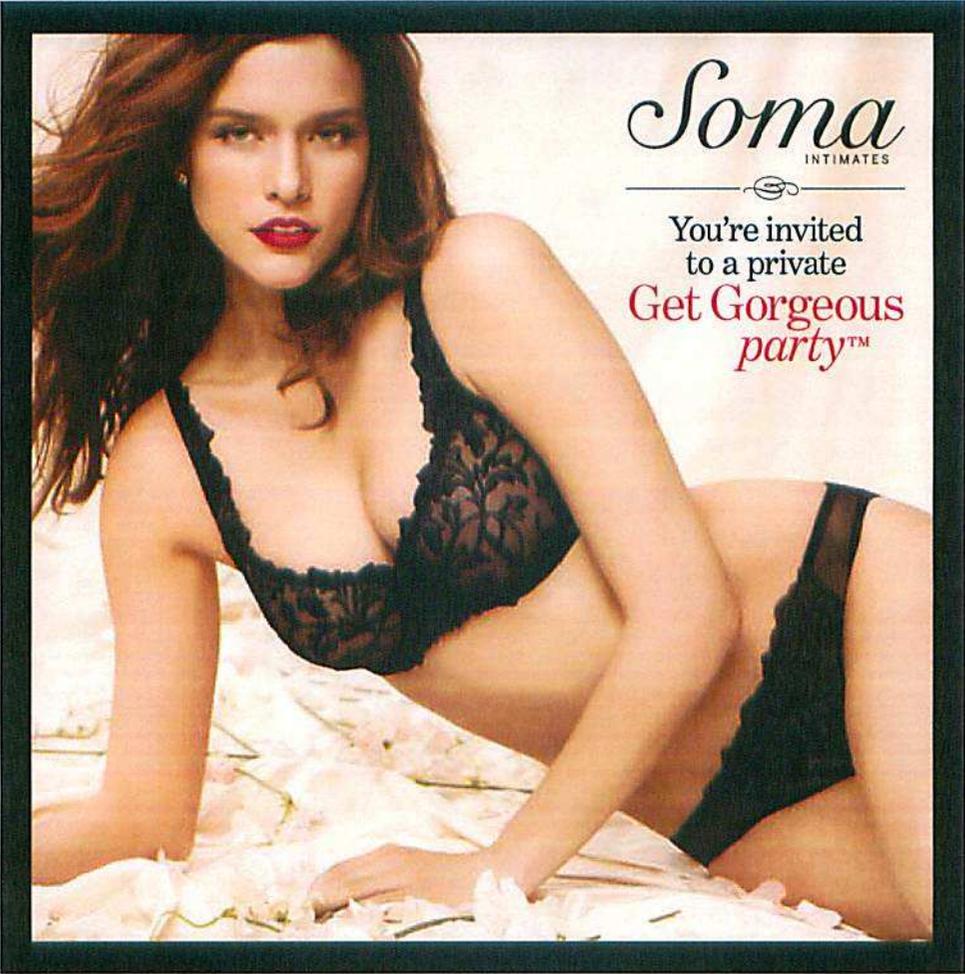
SIZE M

\$39.00

OH MY GORGEOUS  
LACE BIKE  
MEDIUM CONTROL  
SPHINX

*Sanna*  
TO  
MAY 1992  
MAY 1992

**EXHIBIT C**



Soma  
INTIMATES

You're invited  
to a private  
Get Gorgeous  
party™

You're invited to a Soma Intimates  
**Get Gorgeous party™**

Hostess: \_\_\_\_\_

Meet us at: \_\_\_\_\_

Day & time: \_\_\_\_\_

RSVP: \_\_\_\_\_

Receive our famous Fit Stylist expertise and

**10% off**  
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Your hostess has chosen to make this a "get back" party; you'll receive 10% off your entire purchase.

Your hostess has chosen to make this a "give back" party; we'll donate the 10% discount to the following charity.



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BOUTIQUES | 1.866.768.7662 | SOMA.COM



\*Offer valid on merchandise purchases only, in stores (including outlets) only. Offer not valid online at soma.com or via phone orders. Qualifying amount and offer not valid on purchase of gift cards, previously purchased merchandise, taxes and shipping. One time use only, may not be combined with other coupons, offers or events.

10% DISCOUNT CODE 2246

**EXHIBIT D**



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## Victoria's Secret Unveils "Gorgeous" The New Fragrance And Lace Bra

### PR Newswire

09/21/11 - 04:07 PM EDT

LOS ANGELES, Sept. 21, 2011 /PRNewswire/ -- Victoria's Secret launched **Gorgeous** the newest fragrance and updated bra collection from Victoria's Secret. The *Gorgeous* fragrance and bra collections take inspiration from iconic feminine beauty, boudoir-chic and high-glamour style, embodying everything there is to love about being a woman and feeling *Gorgeous*.

(Photo: <http://photos.prnewswire.com/prnh/20110921/NY72958> )

Inspired by the best-selling bra that launched earlier this year, the new **Gorgeous fragrance** is effortlessly glamorous and made to be noticed. It is a fruity-floral blend featuring sparkling notes of strawberry, sheer jasmine and purple freesia blended with tempting sandalwood and creamy musk. The *Gorgeous* scent is available in Eau de Parfum (1.7 oz, \$49; 3.4 oz, \$69), fragrance body mist (8.4 oz, \$25) and fragrance lotion (8.4 oz, \$20).

The **Gorgeous bra**, now available in a demi and push-up with lace detail and rich berry shades, is sexy, flirty and ultra-feminine. With supersoft padding, peek-a-boo cutouts and a hint of eye-catching sheen, *Gorgeous* is the perfect day or night wardrobe complement. *Gorgeous* bra is also available in a smooth version. It's versatile and can be worn five different ways – classic, halter, cross-back, low-back or low-back halter. The *Gorgeous* bra retails for \$52-\$58.

Victoria's Secret Angel **Lindsay Ellingson**, a California-native, launched *Gorgeous*, on September 21st at Victoria's Secret at The Grove in Los Angeles.

The **Gorgeous collection** is available *exclusively* at Victoria's Secret stores and VictoriasSecret.com. Victoria's Secret fans can get inside access to *Gorgeous* by logging on to:

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