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Victoria's Secret is an American designer, manufacturer, and marketer of women's lingerie, womenswear, and beauty products.

Founded in 1977 as a response to packaged underwear, which the company's founder considered to be "ugly, floral-print nylon nightgowns", the company is now the largest American retailer of women's lingerie.

Victoria's Secret - Wikipedia

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I remember reading a book entitled The Adweek Copywriters Handbook by Joseph Sugarman. He invented many things like Blue Blocker sunglasses and was a multimillionaire entrepreneur, marketer and copywriter.

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