

John Mehas

Columbus, 3 limited Pkwy

43230, O.H.

Victoria's Secret

Phone; (614) 577-7000

Fax; (614) 577-7844

John Mehas,

Through researching your company I notice quite a few concerning things in regards to your company image and the influence you have on our younger generations. Some of the concerning things are the very small range of models you employ, meaning the incredibly small range of body sizes. There is one plus sized model who in america isn't even considered as plus sized. You only recently hired a transgendered model since then there hasnt been any more additions. This is damaging your reputation because you're not keeping up with the rapidly changing industry. In addition your models and advertisements are promoting an incredibly unrealistic body type which in turn hurts our youth. They are comparing their own bodies to these women and developing eating disorders because of this. Some suggestions to change your company's image would be to add more variety of bodies, not just the toned and tanned models that the media and your company is constantly shoving down society's throats. Ceasing the promotion of the models' diets, many of our youth do not realize

that dieting is incredibly dangerous to young growing bodies. Another way that you can update your company is by not covering up scars, birthmarks and “undesirable” parts of the body. You can change the company's struggles to keep up with the times by scrapping the victoria's angels completely and re-hiring your models to be diverse including women of color, men of color, all heights and bodies as well as sexualities and genders. I would love to see an androgynous model incorporated into your company. I would also suggest that you make your products plus sized friendly. There would be more business and revenue involved in doing so. The biggest concern is the lack of diversity throughout the company, it is very closed off and it seems unnecessarily difficult to become a model for your company changing your requirements to become a model. Thank you for taking the time to read this, if these changes are taken into consideration it would greatly improve the fashion industry as a whole.

Sincerely,

Trinity Brubaker

Cottey College