



Balfour Capital Group Victoria's Secret & Co.

Victoria's Secret & Co. is a leading American apparel and beauty retailer, best known for lingerie, bras, panties, sleepwear, swimwear, and beauty products. Founded in 1977 and headquartered in Reynoldsburg, Ohio, the company operates globally through physical stores and e-commerce platforms .

1. Top 5 Competitors

Based on market positioning and industry data, Victoria's Secret's main competitors include:

- Bath & Body Works – another major spinoff from L Brands .
- Savage X Fenty – Rihanna's inclusive lingerie brand .
- ThirdLove – direct-to-consumer comfort-focused lingerie .
- Aerie (American Eagle Outfitters) – noted for size inclusivity .
- Skims – Kim Kardashian's shapewear-inclusive intimates brand

2. Largest Institutional Shareholders

Top institutional investors by ownership include:

- BlackRock Advisors LLC – ~15%
- Vanguard Fiduciary Trust Co. – ~11.2%
- State Street – ~4.0%
- T. Rowe Price – ~2.3%
- BBRC International Pte Ltd (Brett Blundy) – ~32.8% individual stake

3. Management Team

- Hillary Super – CEO (appointed 2024, ex-Savage X Fenty)
- Greg Unis – President
- Dein Boyle – COO
- Ed Craig – CFO (info per Visual Supply site but not public financial)
- Board includes Jacqueline Hernández, among others .



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4. Revenue

- Q1 2025: \$1.35 billion (down 0.5% YoY)
- Full-year 2024 net sales: ~\$6.2 billion .

5. Institutions with Buy Recommendations:

Recent ratings include:

- Barclays: issued a positive forecast (Buy) on June 12, 2025 .
- Other analysts like Morgan Stanley, Goldman, BofA, JP Morgan, and Telsey have provided varied ratings ranging from Sell to Overweight (check Finviz summary) .

6. Analyst Sentiment Summary

- Consensus target: ~\$25–26 (\$26.09 avg) with short-term upside ~24% .
- Current analyst distribution: 3 Sell, 6 Hold, 3 Buy.
- MarketBeat sentiment score: ~2.0, slightly positive .
- Analyst upgrades/downgrades have fluctuated: e.g., Morgan Stanley and JP Morgan downgraded in 2024; Wells Fargo upgraded early 2024 .

7. Insider Buying and Selling (Last 24 Months)

- Major insider: Brett Blundy's BBRC International Pte Ltd bought ~881,645 shares between Mar–Apr 2025, totaling ~\$15.9 million (~2.1% increase, now owns ~10.3 M shares) .
- Donna James (director): bought 1,000 shares in Sep 2024 at \$21.43.
- Gregory B. Unis (former officer) filed a proposed sale (~99,000 shares) in Dec 2024 .

Overall, insider buying has notably outpaced selling in recent months .