

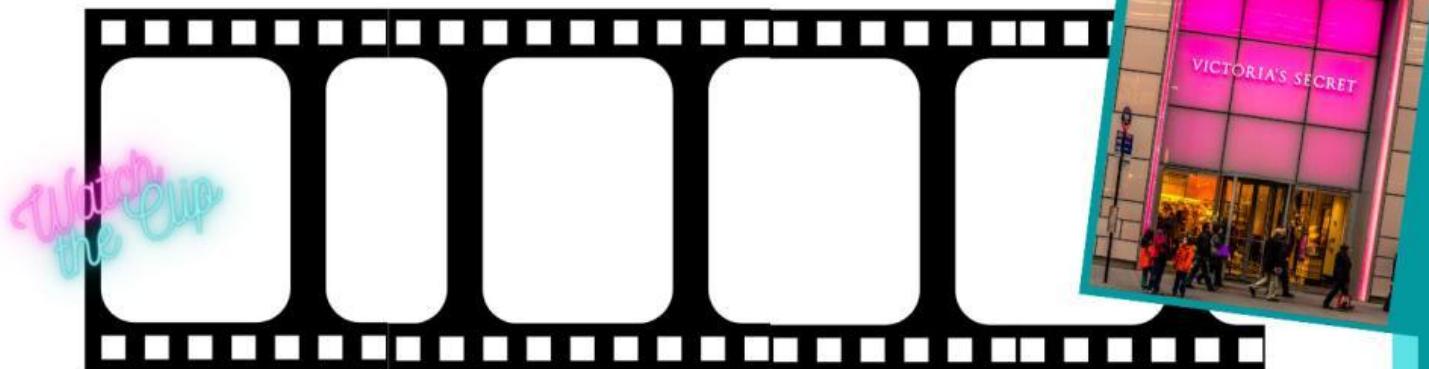
Video activity

The rise and fall of Victoria's secret

Level: Intermediate



- 1- What do you know about Victoria's Secret?
- 2- Have you ever bought anything from this company? What?
- 3- What's the target public of the company?
- 4- Why was it so popular in Brazil?
- 5- Can you guess what caused the fall of the company?



1. How did Victoria's Secret initially catch the attention of customers?

- a By hosting extravagant fashion shows
- b By selling high-quality lingerie
- c By offering discounts on all products
- d By having plain store designs

2. Who was the founder of Victoria's Secret?

- a Jeffrey Epstein
- b Roy Raymond
- c Les Wexner
- d Ed Razek

3. What led to Victoria's Secret facing controversies and challenges?

- a Embracing body positivity in their ads
- b Focusing on comfortable lingerie options
- c Over-sexualized advertisements and fashion shows
- d Collaborating with diverse models

4. Who took over Victoria's Secret after Roy Raymond sold the company?

- a Jeffrey Epstein
- b Les Wexner
- c Ed Razek
- d Rory Raymond

5. What change did Les Wexner bring to Victoria's Secret stores?

- a Less focus on men's preferences
- b More stores focused on men's products
- c Introduction of men's lingerie
- d Increased prices for lingerie

6. What event signified the beginning of Victoria's Secret's downfall?

- a Launch of the Pink line
- b High sales during the holiday season
- c Resignation of key executives
- d Change in leadership

7. Why did Victoria's Secret face criticism regarding their fashion shows?

- a Featuring body positive images
- b Ignoring key lingerie trends
- c Showcasing a wide range of lingerie styles
- d Implementing sustainable fashion practices

8. What was a significant reason behind Victoria's Secret's store closures during COVID-19?

- a Decreased demand for lingerie
- b Increase in online shopping
- c Employee strikes
- d Lack of inventory

9. How did Victoria's Secret rebrand itself to align with changing trends?

- a Increased focus on push-up bras
- b Reducing the number of stores
- c Embracing inclusivity and diversity
- d Exiting the lingerie industry

10. What were some changes implemented by Victoria's Secret as part of the rebranding?

- a Increased prices on all products
- b Hiring more male models
- c Showcasing activists and entrepreneurs
- d Removing all lingerie from stores

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