

Victoria's Secret gets ready for a *makeover*

Sex sells, and it sells few things better than *lingerie*. Nowhere is that more evident than the Victoria's Secret fashion show. Befeathered models, known as "angels", shimmy down a runway to promote America's biggest underwear retailer. In 2011 more than 10m people watched it on television. But on December 2nd just 3.3m viewers tuned in.

makeover 翻新; 改进

lingerie 女内衣

Once its chief asset, the brand's sexiness now looks like a liability. "The way people dress has changed," says Serena Rees, a *stalwart* of the industry whose most recent project is a brand of *unisex* underwear. "People don't want *boobs* up under their chin or things pressed or pushed in."

unisex 中性的

boob 蠢材; 乳房

A *slew of* competitors, promoting comfort and *inclusivity*, have taken that message to heart. Michelle Cordeiro Grant left Victoria's Secret, where she was a senior merchant, and went on to found LIVELY, an online underwear brand. She argues that what makes women sexy is confidence, meaning an emphasis on comfort: 70% of the bras sold by LIVELY are wireless.

a slew of 大量的

inclusivity 包容性

They are eager to emphasis inclusivity, too. According to Mintel, a research firm, over half of consumers in Britain, France, Germany, Italy and Spain *reckon* fashion retailers should use more realistic models.

reckon 估计; 认为

bust 破产

Victoria's Secret is not about to go *bust*. The firm's scale is such that with the right rebranding, it could *bounce back*. In November it replaced its chief executive, Jan Singer, with John Mehas, formerly of Tory Burch, a fashion retailer. Following that *rejig* Victoria's Secret has held off on big announcements.

bounce back 重振

rejig 重整