



Secret is out, and it's not the only one

Jenny Dillon

THE nation's only Victoria's Secret store is — until now — Australia's shopping's best kept secret. It opened with a hush last week in the middle of Sydney Airport international terminal's new shopping precinct, decked out in Victoria's Secret's traditional colours of pink and black and selling beautiful women's lingerie as well as cosmetics and skincare.

It's an indication that the glamour and exclusivity that was once associated with being part of the jet set has returned.

But shoppers don't have to jettison the cheap airfare or

relinquish comfy travel garb. All you need is a ticket and passport to get beyond the security gates and the passport control at Terminal One to stroll through this precinct of shops that are open nowhere else in Australia.

While it's the largest lingerie retailer in the US, Victoria's Secret has long resisted enticements to open in Australia.

It is now hugely popular because of its annual fashion shows broadcast during prime time in the US, and which feature the Victoria's Secrets Angels, including our own Miranda Kerr.

The angels who were part of its innovative 1997 advertising campaign were Helena Christensen, Karen Mulder, Daniela Pestova, Stephanie

Seymour and Tyra Banks. The Victoria's Secret store joins a host of others at T1, including a Wiggles store, a Lonely Planet store, the Seafood Bar Caviar House & Prunier and the very first Montreux Jazz Cafe outside of Switzerland.

"Victoria's Secret was an obvious brand to add to the Sydney international airport and it was a great step for Victoria's Secret into the country because it shows their commitment," airport retail general manager Derek Larsen said.

"It's a great store and a great site, and they're happy with it — they are just over the moon.

"We're very happy to have them at the airport and to be the first in the country."

