

VICTORIA'S SECRET FASHION SHOW 2025

Social listening on the Victoria's Secret Fashion Show 2025 and its audience impact



Public data collected through the Brandwatch platform.

Analysis period: September 20 to October 20, 2025.

VICTORIA'S SECRET RECLAIMS THE GLOBAL STAGE WITH VSFS 2025 — BALANCING LEGACY, REINVENTION, AND THE CHALLENGE OF TURNING INCLUSIVITY INTO REALITY

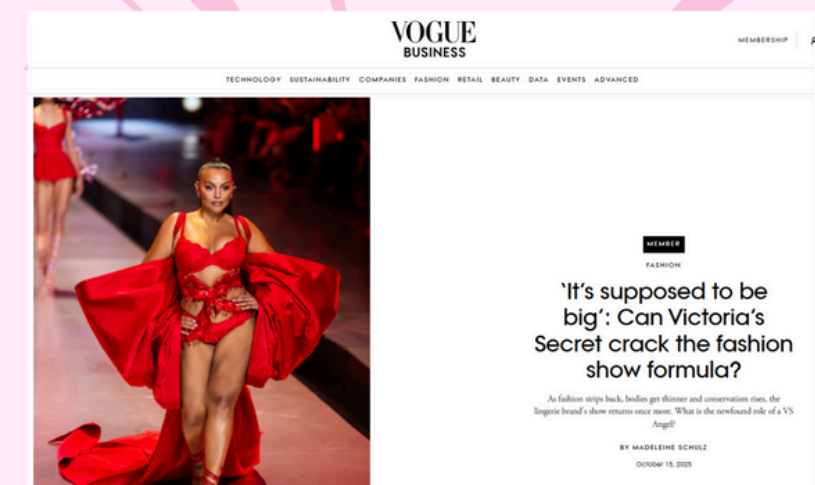
The Victoria's Secret Fashion Show 2025 reignited global attention, generating strong engagement and polarized sentiment. Conversations focused on models such as Bella Hadid, Tzuyu, Twice, Angel Reese, and Suni Lee, with keywords like angel, backstage, and inclusivity defining the discourse. **The event balanced nostalgia** for the brand's iconic imagery with its attempt at cultural reinvention and broader representation.

Victoria's Secret, Twice, and Bella Hadid led brand mentions, while Tzuyu's participation drove the so-called "Tzuyu effect," boosting engagement and product sales, especially across Asia. Despite enthusiasm for the show's diversity, criticism persisted — particularly regarding the authenticity of the inclusivity narrative and commentary on models' appearances. Users also complained about **limited access and online coverage**, signaling a gap between the brand's message and consumer experience.

Content with the widest reach included Suni Lee's online backlash and Bella Hadid's backstage moments, amplified by major media and influencers. Neutral and informative posts achieved strong traction, showing that curiosity and media visibility sustained attention beyond sentiment divides.

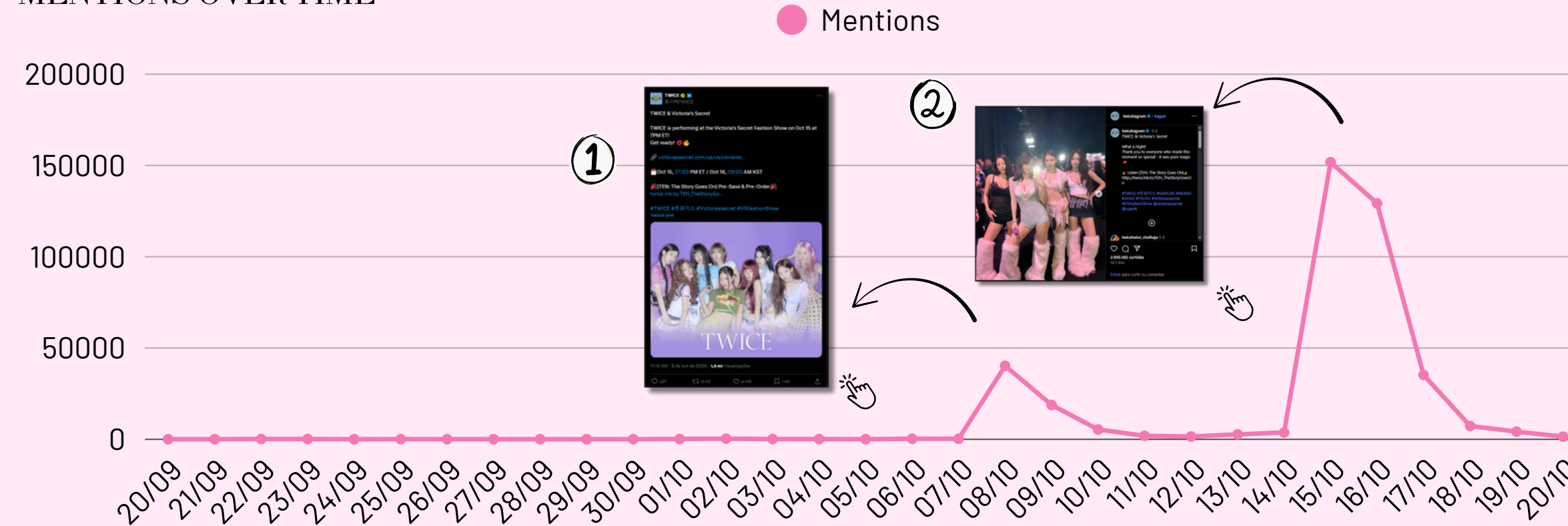
Overall, sentiment was mixed: positive around new performers and diversity, negative around skepticism and nostalgia for the brand's traditional aesthetic. Victoria's Secret is perceived as a brand in transition — rebuilding cultural relevance while facing scrutiny over authenticity.

In summary, the **VSFS 2025 successfully placed Victoria's Secret back at the center of global conversation**. The event strengthened brand awareness and cultural resonance but revealed the tension between reinvention and legacy. Sustaining credibility and transforming inclusivity from message to reality remain the brand's key challenges going forward.



FROM THE STAGE TO THE TIMELINE: HOW A FASHION SHOW BECAME A GLOBAL POP EVENT

MENTIONS OVER TIME



Mentions

406K

+ 8201%*

Reach

810M

+ 6583%

Unique authors

124K

+ 3385%

Impressions

181M

+ 13942%

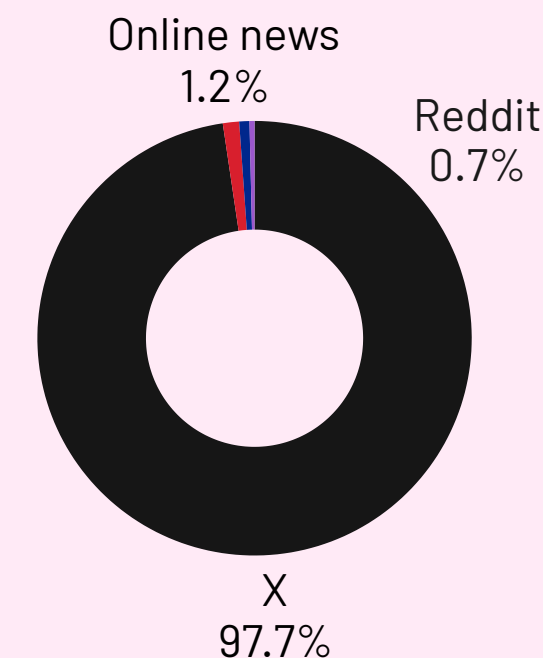
*August 19 to September 19, 2025

A CULTURAL COMEBACK DRIVEN BY POP INFLUENCE AND DIGITAL IMPACT

The 2025 fashion show reignited global attention, reaching 406,000 mentions, 810 million in reach, and 181 million impressions, representing a 621% increase in visibility. The main engagement peaks occurred on October 8 and 15, driven by the performance of K-pop group TWICE and behind-the-scenes content that dominated online discussions and amplified the brand's cultural relevance. By blending fashion, entertainment, and digital storytelling, the brand managed to balance nostalgia and reinvention, reigniting global interest after years of silence.

- 97.7% of the buzz on X focused on diversity and brand repositioning, indicating that inclusivity became the emotional core of the narrative — even amid polarized opinions.
- The 13,942% growth in impressions reflects the impact of multi-platform amplification, the energy of fandoms, and influencer engagement.

MENTIONS BY PLATFORM



DID YOU KNOW?

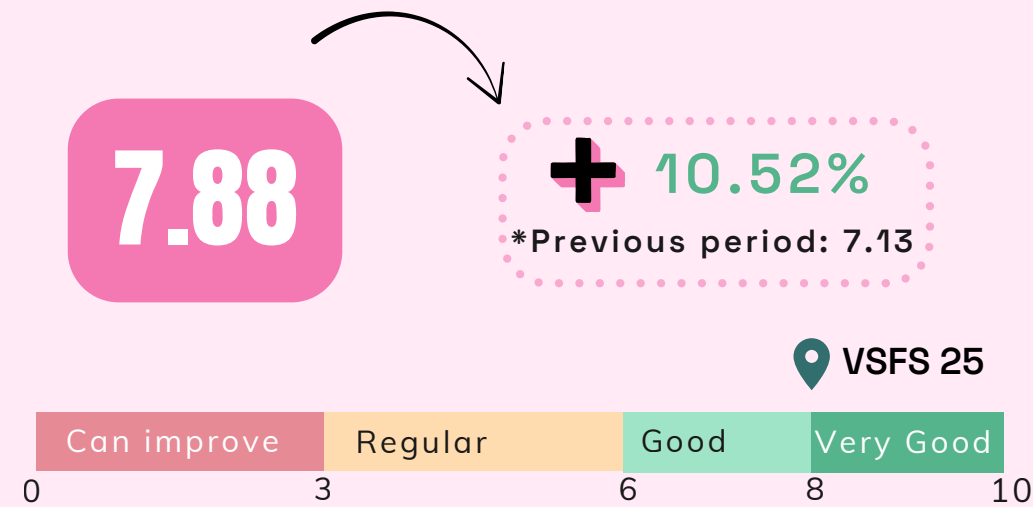
K-pop group TWICE **made history** at the Victoria's Secret Fashion Show 2025, with four members (Nayeon, Jihyo, Momo, and Tzuyu) performing live in New York. They became the first K-pop girl group ever to take the show's stage.

Their set featured "This Is For" and "Strategy", performed in vibrant pink looks from the brand's PINK line. The moment was especially meaningful as it coincided with TWICE's 10th anniversary, celebrating a decade of global influence and marking a cultural crossover between pop music and high fashion.



VICTORIA'S SECRET 2025 LEADS A GLOBAL SHIFT IN VISIBILITY AND REPRESENTATION

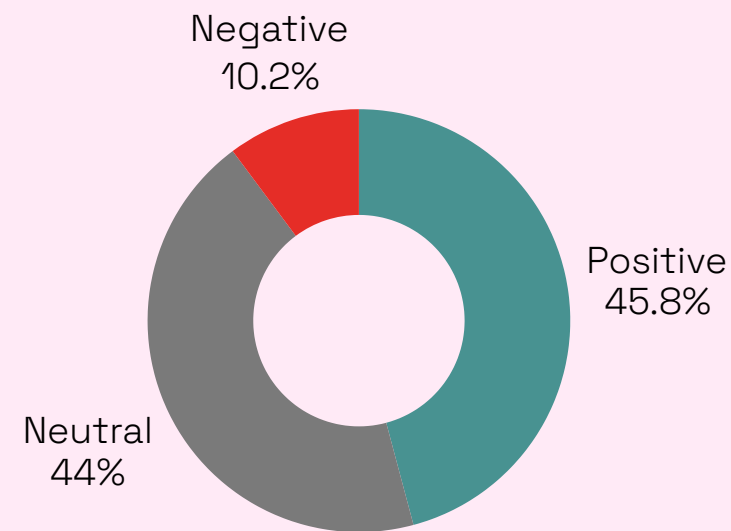
BRAND HEALTH INDEX



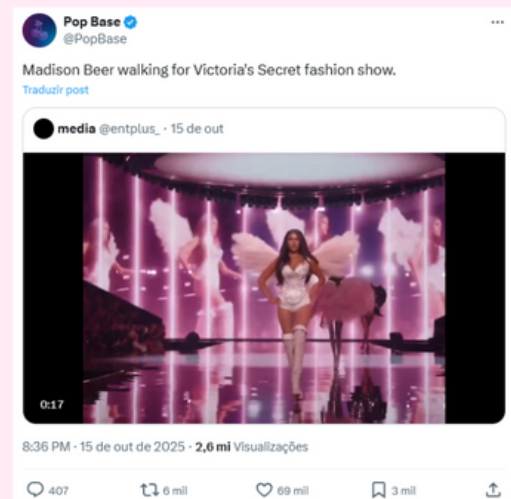
*From August 19 to September 19, 2025.

The BrandHealth Index is a proprietary metric developed by Loxias that uses statistical calculations based on the polarity of mentions.

SENTIMENT



TOP CONTENT BY SENTIMENT



A NEW RUNWAY: HOW THE 2025 SHOW REDEFINED VICTORIA'S SECRET

The Brand Health Index reached **7.88**, a **10.52% increase** compared to the previous cycle (7.13). The result reflects the direct impact of the event and the overall buzz surrounding the show's new format. The brand moves into the "good" range, reinforcing a consistent recovery trend in its image.

Positive reactions are mainly tied to the **K-pop group TWICE**, recognized as the **first Korean group to perform at the event**. There was also strong engagement around the **diversity of models**, including the visibility of a **pregnant model**, which drove organic reach and high sharing rates.

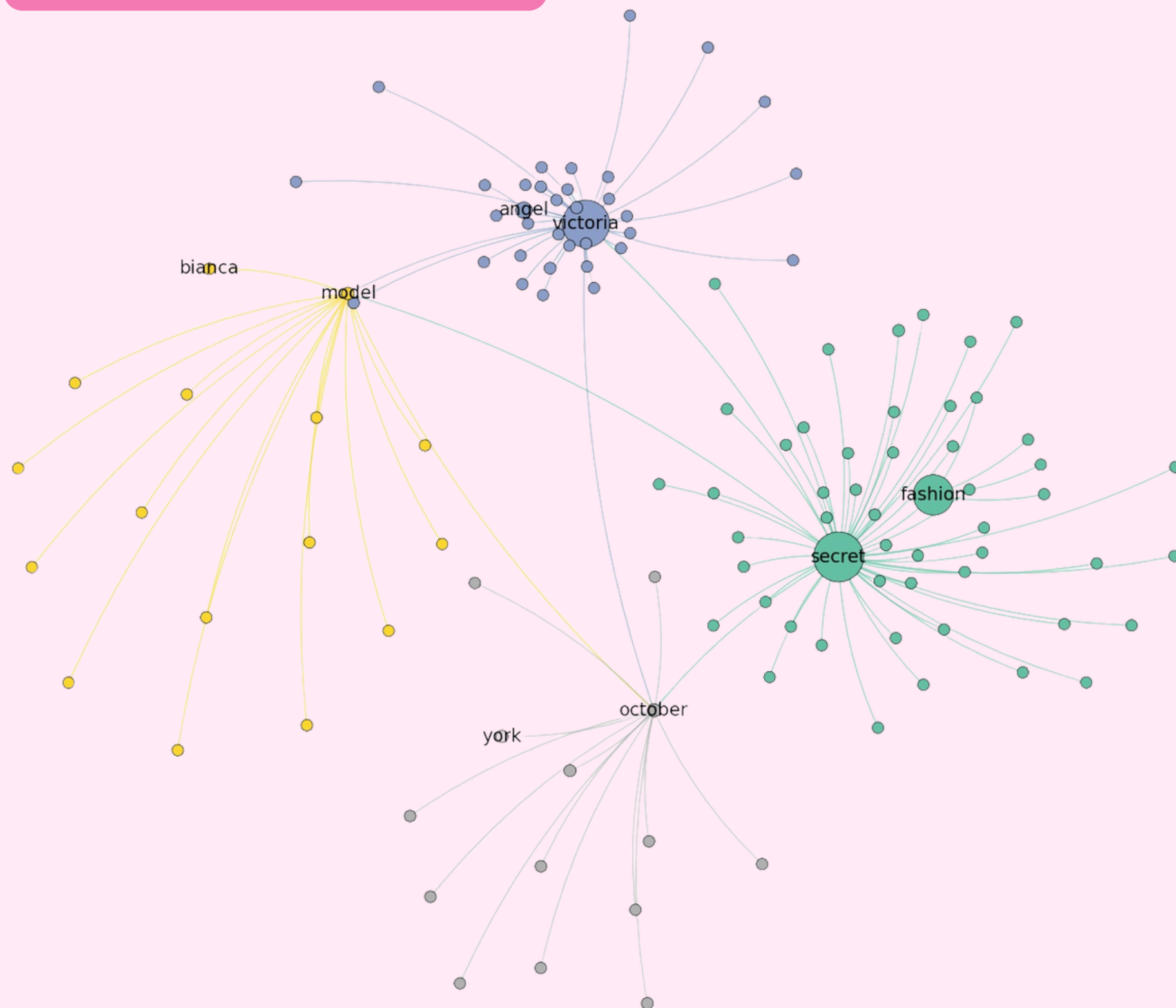
The **neutral mentions** were mostly **informational posts** — lineup announcements, behind-the-scenes coverage, and general updates. This type of content helped sustain visibility and conversation volume without influencing sentiment directly.

Criticism focused on two main points: the headline performance, seen by part of the audience as below expectations, and the shift in brand positioning, with some users claiming the show had "lost its essence." These reactions also influenced the BHI score.

The show maintained **high visibility** and a **predominantly positive perception**, supported by diversity, representation, and format innovation. The increase in the Brand Health Index reflects a stable phase with upward momentum. Despite occasional criticism, the 2025 edition marks a **turning point in the brand's communication** — broader, more global, and connected to new audiences.



THE ALBUM CONVERSATION SPLITS BETWEEN DATA, FANDOM, AND INDUSTRY INFLUENCE

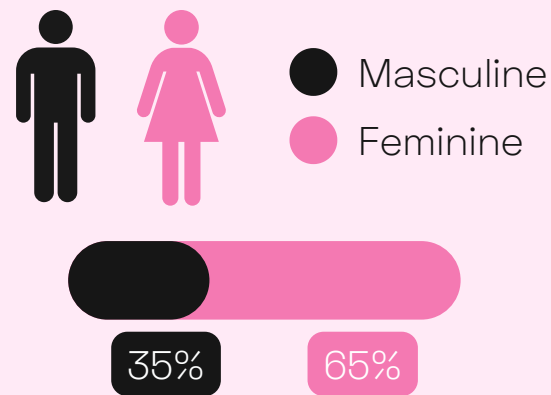


- Brings together discussions about fashion, aesthetics, and diversity, highlighting terms such as fashion, pink, and transgender. The group connects debates around representation and gender identity within the context of the show, particularly focused on artists Nayeon and Momo, who appear among the main connection nodes. Mentions reveal a mix of visual analysis and social critique, showing how themes of inclusion and public image intertwine in the event's broader cultural conversation.
- Focused on the return of the Angels and the classic Victoria's Secret aesthetic, this group centers around terms like angel, debut, and wings. The discussions emphasize the presence of iconic models and new figures marking the brand's comeback to the runway. The cluster blends nostalgia and curiosity about the show's new format, with emphasis on comparisons between the current edition and the brand's historical legacy.
- Built around narratives about models and health, the group includes references to Italy and model Balti, who recently went public about her treatment for ovarian cancer. This cluster carries a more emotional and human tone, bringing together messages of support, media reactions, and reflections on representation and female vulnerability within the fashion industry.
- Related to the physical event in New York, this group features terms like October, York, runway, and studios. The conversations focus on the show's production, with mentions of models such as Candice Swanepoel and behind-the-scenes details. The cluster reflects the activity of fans and media outlets following the event's recording, reinforcing New York's role as the epicenter of the visual and promotional narrative surrounding the launch.

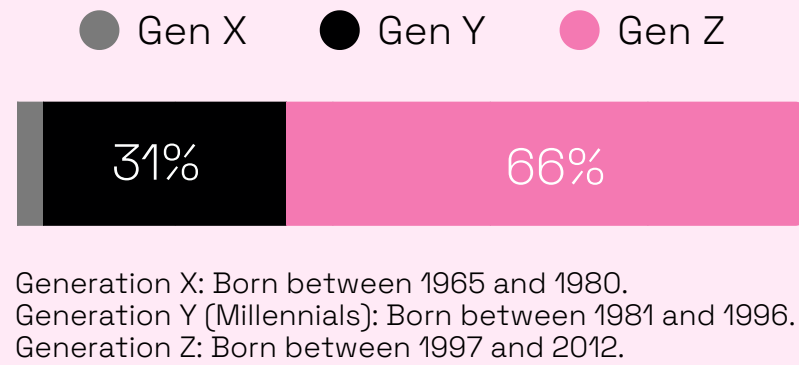
The graph transforms large volumes of data into a visual network that shows how the points are connected. Each point represents a relevant term or topic, and the lines indicate their relationships. Its purpose is to reveal how groups connect to one another — and to highlight the central elements.

THE GEN Z WAVE REINVENTING FASHION — WHERE DIGITAL ART, IDENTITY, AND PURPOSE CONVERGE

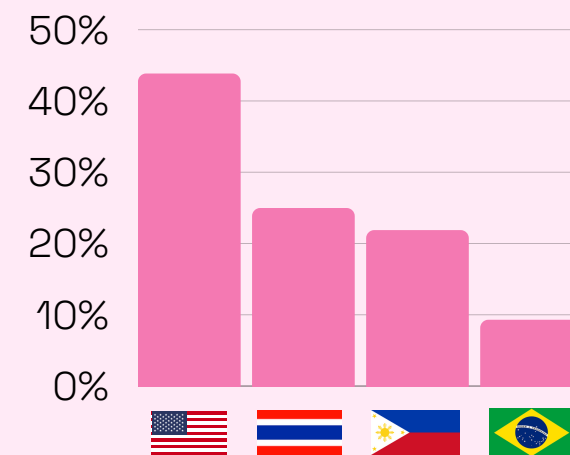
GENDER



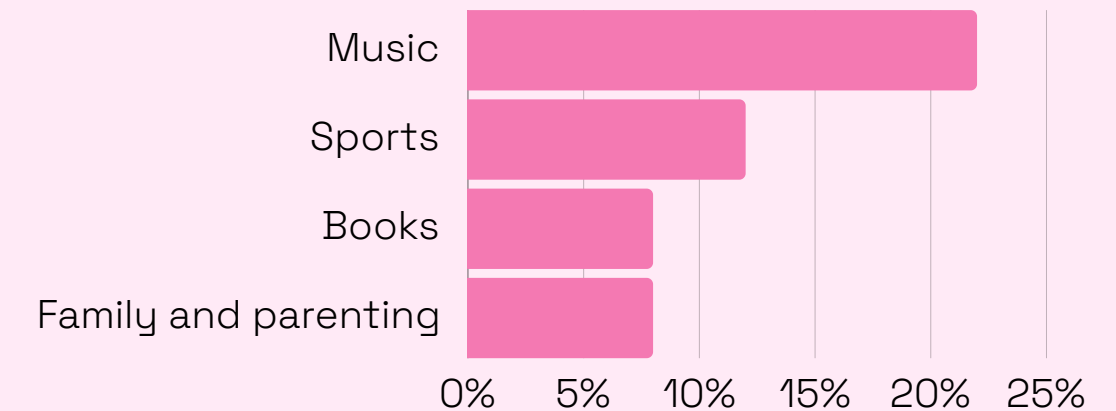
GENERATION



TOP COUNTRIES



INTERESTS



THE GEN Z CREATIVE REDEFINING FASHION THROUGH DIGITAL EXPRESSION AND CULTURAL AWARENESS

A new wave of Gen Z creators is reshaping how fashion and identity intersect. This creative professional merges **digital art and fashion** to express individuality, working with independent brands and using fashion shows — such as **Victoria’s Secret** — as **references for mood boards and concept development**.

Rather than following for glamour alone, the focus lies on the brand’s **visual storytelling and evolving message of diversity and empowerment**. Through **real-time commentary, outfit analysis, and aesthetic insights**, she connects with audiences who seek meaning and authenticity in fashion narratives.

Highly active on **TikTok, Reddit, and Instagram**, she engages daily in conversations about **trends, backstage content, and creative experimentation**, reflecting the behavior of a connected and culturally aware generation. She values **authenticity, inclusion, and expressive storytelling**, supporting brands that **celebrate individuality and challenge traditional beauty standards**.

Her purchasing choices reflect **emotional alignment and purpose** — favoring **limited editions, collaborations, and socially engaged brands**. More than a consumer, she represents a generation that sees fashion not as aspiration, but as **a canvas for identity, activism, and cultural dialogue**.



Persona Name: Luna Rivera
Age: 23 years old
Location: Los Angeles, California, USA
Occupation: Freelance visual artist and fashion content creator
Education: Incomplete degree in Fashion Design

VICTORIA'S SECRET SHOW TIMELINE'S

Social listening on the Victoria's Secret Fashion Show 2025 and its audience impact



LXIA®

Analysis period: September 20 to October 20, 2025.

THE EVOLUTION OF THE VICTORIA'S SECRET FASHION SHOW THROUGH THREE DECADES OF CULTURE, CONTROVERSY, AND COMEBACK

Market transformation: The Victoria's Secret Fashion Show evolved from a fashion event into an industry barometer — revealing how global brands adapt their narratives to meet new social expectations.



First show held at New York's Plaza Hotel

1995



Introduction of the angel wings

1998



Spice Girls reunited on the runway show

2007



Karlie Kloss sparks outrage with Native headdress

2012



Taylor Swift performed live in London show

2014



First hybrid show mixing runway and streaming

2025

Behavioral shift: The growing focus on diversity and female empowerment redefined audiences and expanded the show's reach, now amplified by streaming platforms and social media.

Emerging trends: The digital era introduced hybrid formats and narratives aligned with contemporary culture, where performance, purpose, and inclusion carry as much weight as traditional glamour.

THE MILESTONES THAT SHAPED THE VICTORIA'S SECRET FASHION SHOW

1995 – The Debut in New York – The first Victoria's Secret Fashion Show took place at the Plaza Hotel in New York. With a closed format aimed at the press and investors, it marked the beginning of an era that would transform the show into a global fashion and entertainment phenomenon.

1997–1998 – The Supermodel Era and the Birth of the “Wings” – The participation of 1990s supermodels cemented the event's iconic status, while the introduction of the now-famous “wings” became the brand's ultimate symbol. This period elevated the show to a true pop culture spectacle.

1999–2001 – Global Expansion and Peak Viewership – The first webcast in 1999 brought the show online, attracting over 2 million viewers. By 2001, the event reached a historic TV peak with around 12.4 million viewers in an edition marked by a tribute to 9/11.

2002–2006 – Consolidation and Musical Integration – Musical performances became a key element, blending fashion and pop culture. In 2006, the introduction of the PINK line renewed the audience, expanding the brand's appeal among younger consumers.

2007–2011 – The Pop Era and Peak Popularity – With performances by artists like Justin Timberlake and the Spice Girls, the show hit its cultural peak. In 2011, it surpassed 10 million viewers, solidifying its status as one of the world's most-watched fashion events.

2012–2014 – Controversy and Reinvention – A Native American-inspired costume sparked backlash and opened discussions about cultural appropriation. In 2013 and 2014, the show maintained high ratings with performances by Taylor Swift and a European edition in London.

2016–2017 – Criticism and Censorship – The Paris and Shanghai editions expanded global reach but faced challenges: in 2016, conversations around representation intensified; in 2017, censorship issues and visa restrictions in China marked the beginning of the end of the televised era.

2018–2020 – The End of the Traditional Format – Falling ratings and criticism over the lack of diversity led to the show's cancellation in 2019, officially ending a two-decade cycle and signaling a turning point for the brand's repositioning.

2025 – The Comeback and a New Era – Streamed on digital platforms, the 2025 edition reintroduced live audiences and celebrated diversity by blending performance, art, and empowerment. The Victoria's Secret Fashion Show 2025 marks a new era where inclusion and cultural storytelling replace old glamour as the heart of the experience.



New York Plaza



Supermodels 90s



VS Shanghai 2017 - Censored



Cannes



VS Paris - Lady Gaga, The Weeknd and Bruno Mars



Justin Timberlake and Spice Girls



Native headdress



Taylor Swift at London



Feminist protests



Victoria Secrets 2025 - A new chapter



The comeback after a break



All images used in this report were sourced from Google Images archives.

VICTORIA'S SECRET RECLAIMS THE GLOBAL STAGE WITH A CULTURAL COMEBACK THAT BLENDS FASHION POWER DIVERSITY AND DIGITAL INFLUENCE

The return of a brand in transformation

The Victoria's Secret Fashion Show 2025 marked the brand's most significant turning point in over a decade, reestablishing its presence at the center of the global conversation on fashion and culture. After years of silence and criticism, the event reaffirmed the brand's symbolic power — now under a new communication logic, more connected to diversity, digital convergence, and cultural relevance. Far from merely recreating past glamour, the 2025 edition demonstrated that the brand's value today lies in its ability to interpret the cultural moment and engage new audiences on a global scale.

Digital impact and the power of fandoms

The digital impact was massive and organic: mentions grew +8201%, impressions +13,942%, and reach surpassed 810 million, driven almost entirely by organic conversations on X (97.7%). These numbers represent more than the success of a single event — they reflect the strength of a new engagement model in which fandoms, online communities, and influencers have become the engines of cultural visibility. The performance by TWICE exemplifies this phenomenon: their presence transcended the stage and evolved into a global movement of identification and belonging, fueling engagement and repositioning the brand across Asia and the West.

From runway to cultural narrative

The VSFS 2025 served as a mirror of the industry's transformation. The brand was not judged by the runway itself, but by its ability to tell a meaningful story, merging performance, identity, and purpose into a cohesive visual narrative. The shift from spectacle to storytelling marks the beginning of a new era for Victoria's Secret — one where influence no longer stems from the event's glamour but from the cultural depth of its message. The 2025 show not only revived the brand but also redefined the role of major fashion events in the 21st century, positioning Victoria's Secret once again as an industry barometer — not by dictating trends, but by interpreting the signals of a transforming society. The challenge ahead lies in keeping the dialogue alive: turning the discourse of inclusion into ongoing practice and converting visibility into lasting credibility.



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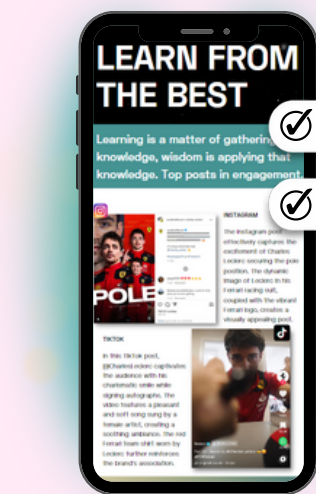
AI Generated.

WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS
WITH INTELLIGENCE POWERED BY AI



- Image Analysis
- Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

In-deph analysis of a particular brand
in the social media landscape

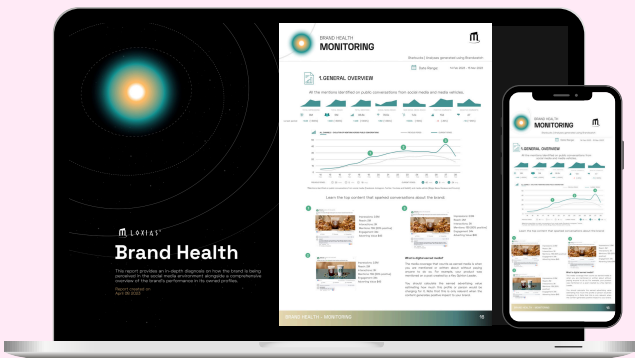
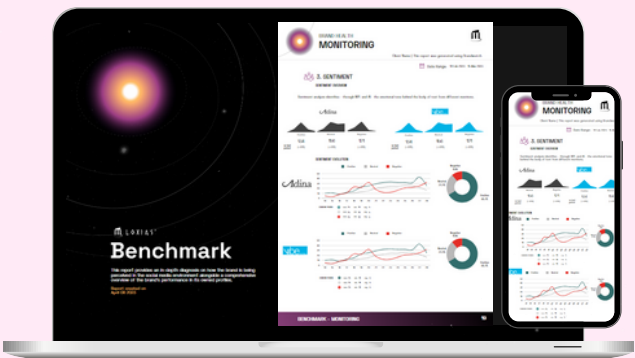
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Benchmark

Discover brand narratives, compare customer perceptions.

Brand Health

Comprehensive overview of the brand's across Monitoring.



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management



Receive your
report in 72h

*Business hours (EDT/EST), once the parameters are approved by our experts

THANK YOU_



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