Victoria’s Secret introduced on Friday its first-ever mastectomy bra, as part of a new initiative in partnership with leading designer and breast cancer awareness champion Stella McCartney.

The Body by Victoria mastectomy bra is a wire-free design made with soft micro-fabric and lace and features a pocket within the inner lining to fit a prosthetic. Throughout the month of October, 100 percent of the Body by Victoria mastectomy bra sales will be donated to The Victoria’s Secret Global Fund for Women’s Cancers to support breast cancer research and discoveries.
The campaign, which aims to create a greater understanding of the risks of breast cancer and importance of early detection, will roll out throughout October with a public service announcement (PSA) reminding women to #CheckYourself along with a guide, provided by The Stella Cares Foundation.

The initiative will kick off with a full takeover of Victoria's Secret channels with risk and detection awareness education, while more than 25,000 Victoria's Secret associates around the world will also receive these materials, further spreading the potential impact to reach hundreds of thousands of women with this critical message.

"As the world's leading lingerie brand, the health and well-being of women is paramount to our community," said Martha Pease, chief marketing officer, Victoria's Secret.

"We have a unique opportunity but also a responsibility to use our platform and scale of our global footprint to bring greater awareness to the risks of breast cancer, especially among younger women, and educate around the effectiveness of self-checks."

Victoria's Secret has had a longstanding commitment toward cancer research and education. It recently created The VS Global Fund for Women's Cancers with longstanding partner, Pelotonia, and aims to invest at least $5 million annually in cancer research.

Stella McCartney is equally one of the most powerful voices in breast cancer awareness and has been working for more than 20 years to raise money for research, share campaigns on prevention awareness and provide mastectomy products via The Stella Cares Foundation.

By Jennifer Braun

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