

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Notice of Effectiveness

**Effectiveness Date:** February 5, 2016 4:30 P.M.

**Form:** S-4

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**CIK:** [0000701985](#)

**Company Name:** L Brands, Inc.

**File Number:** [333-209114](#)

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**CIK:** [0001664424](#)

**Company Name:** La Senza, Inc.

**File Number:** [333-209114-14](#)

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**CIK:** [0001664416](#)

**Company Name:** Bath & Body Works Direct, Inc.

**File Number:** [333-209114-13](#)

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**CIK:** [0001476451](#)

**Company Name:** L Brands Store Design & Construction, Inc.

**File Number:** [333-209114-12](#)

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**CIK:** [0001476447](#)

**Company Name:** Victoria's Secret Stores, LLC

**File Number:** [333-209114-11](#)

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**CIK:** [0001476454](#)

**Company Name:** beautyAvenues, LLC

**File Number:** [333-209114-10](#)

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**CIK:** [0001476452](#)

**Company Name:** L Brands Service Company, LLC

**File Number:** [333-209114-09](#)

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**CIK:** [0001515877](#)

**Company Name:** Intimate Brands Holding, LLC

**File Number:** [333-209114-08](#)

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**CIK:** [0001476450](#)

**Company Name:** Mast Industries, Inc.

**File Number:** [333-209114-07](#)

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**CIK:** [0001476449](#)

**Company Name:** Victoria's Secret Direct Brand Management, LLC

**File Number:** [333-209114-06](#)

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**CIK:** [0001476448](#)

**Company Name:** Victoria's Secret Stores Brand Management, Inc.

**File Number:** [333-209114-05](#)

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**CIK:** [0001476456](#)

**Company Name:** Bath & Body Works Brand Management, Inc.

**File Number:** [333-209114-04](#)

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**CIK:** [0001476453](#)

**Company Name:** L Brands Direct Fulfillment, Inc.

**File Number:** [333-209114-03](#)

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**CIK:** [0000945676](#)

**Company Name:** Intimate Brands, Inc.

**File Number:** [333-209114-02](#)

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**CIK:** [0001476455](#)

**Company Name:** Bath & Body Works, LLC

**File Number:**

[333-209114-01](#)