**Victoria's Secret will end catalogs, saving nearly $150M — will no longer sell swimwear, apparel and accessories**

**BY**[**MELANIE DOSTIS**](http://www.nydailynews.com/authors?author=Melanie-Dostis)

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The beautiful and beloved Victoria's Secret Angels will fly off the pages of the iconic brand’s catalog, for good.

Breaking hearts of women — and men — worldwide, the popular lingerie company will stop creating the famed mail-order catalogs, parent company L Brands announced.

Introduced in 1977, the catalogs were no longer connecting with customers, who were viewing products online. The company was paying up to $150 million to produce roughly 300 million copies, Market Watch [reported](http://www.marketwatch.com/story/the-victorias-secret-catalog-is-going-away-and-analysts-think-thats-a-good-thing-2016-05-20). The retailer recently found even a cut in catalogs had “little to no impact on sales,” the financial website continued. Stuart Burgdoerfer, L Brands finance chief, explained the decision was part of a thought process to imagine “starting this business today in current context 2016.”

"Would you start with one of your major ideas being a paper-based catalog sent through the mail as one of your key, if not your key, marketing activity for a global brand?” he asked.

“As we thought about it in that way, along with the numerical tests and financial evaluation, (we became) very comfortable with the change that we've made," he continued.

The demise means the end of an era for buyers who once turned to their newly delivered catalog to order sexy items via phone or mail.

While the web has driven away many store catalogs, businesses like J.Crew and J.C. Penny continue the old practice.

Still, the pages full of famous Victoria Secret models isn’t the only cut the company will make.

The chain will end production of its swimwear, accessories, shoes and most apparel. It will, however, continue to market its sports clothing, citing the popularity for athletic items for women.

Several fans of the company took to social media to express their distress, or to simply poke fun at the situation.

“In big news, the Victoria's Secret catalog has been discontinued. 'We have the Internet, we don't need it anymore,' said 13-year-old boys,” one user tweeted Monday.

“Victoria's Secret is discontinuing their catalog, so now I have to find a new reason to hate myself,” another wrote.

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