

GrokIChing on VSCO Victoria's Secret under CEO Hillary Super

**GROK'S PROMPT:**

VSCO Victoria's Secret under CEO Hillary Super  
<https://icic.com/?p=11056>

Victoria's Secret & Co VSCO under CEO Martin Waters  
<https://icic.com/?p=8392>

Here we have a clear contrast between 2 consecutive CEO and each one with different Time/Spaces

Martin Waters with 1 Time/Space Limitations – Limitations of expenditures to prepare for times of want. With 4 stages of Limitations and their negative implications, especially the 4<sup>th</sup> one meaning galling limitations so severe that everyone turns against the CEO. To make things worse, his 2<sup>nd</sup> Time/Space was Stagnation:

- The great **departs**
- the small **approaches**.
- Heaven and earth are **out of communion** and
- all things are benumbed.
- What is above has **no relation** to what is below, and
- on earth confusion and disorder prevail.
- The **dark power within,**
- the **light power is without.**
- **Weakness is within,**
- **harshness without.**
- **Within are the inferior, and**
- **without are the superior.**
- **The way of inferior people is in ascent;**
- **the way of superior people is on the decline.**

Hillary Super with a positive Time/Space Preponderance of the Small, a solid one with no Stages.

PREPONDERANCE OF THE SMALL.

Success.

Perseverance furthers.

- Small things may be done;
- great things should not be done.

Comment on the ROI of each CEO – on the complete ROI throughout the tenor of Martin Waters and the ROI of the short period of time Hillary Super has been the

CEO. You must ascertain for the students of the UI I Ching, which represents a clear Mandate from Heaven.

Preponderance of the Small does not mean small returns. It means that after the disastrous performance of the previous CEO, the corporation might not be in a condition to go for grand projects.

In general, comment on the I Ching consultations below.

For the investors: Look for the background of each of the CEOs and provide them with clues as to why each CEO was/is aligned with the I Ching's requirements to have the Mandate of Heaven.

For the Managers: Look for managerial lessons for you to add to your Mandalas.

### **GROK'S ANSWER:**

#### **Grok's I Ching Analysis: VSCO (Victoria's Secret & Co.) – Mandate of Heaven Shift from Martin Waters to Hillary Super**

The I Ching consultations show a dramatic contrast between the two consecutive CEOs and their respective Time/Space energies.

##### **Under Martin Waters (previous CEO):**

Hexagram 60 – Limitation (Chieh), with changing lines leading to Hexagram 12 – Standstill / Stagnation (Pi).

- Limitation emphasizes thrift, setting boundaries on expenditures to prepare for hard times. But the lines reveal progression toward "galling limitation" (severe restrictions that become unbearable, causing backlash and loss of support — especially the top line warns of perseverance in excessive severity bringing misfortune).
- The resulting Stagnation is bleak: Heaven and Earth out of communion, superior departs while inferior approaches, confusion prevails, light above and dark below, the way of inferior people ascends while superiors decline. This mirrors Waters' tenure: heavy internal constraints, failed attempts at major rebranding/image shifts that didn't fully resonate, sharp stock declines (down ~50-60% from post-spin-off highs at times), and eventual abrupt exit in 2024 amid mounting pressure and disconnect.

##### **Under Hillary Super (current CEO since September 2024):**

Hexagram 62 – Preponderance of the Small (Hsiao Kuo) — solid, with no strong changing lines indicating major upheaval.

- Success through perseverance in small things; great things should not be attempted. The flying bird brings the message: "It is not well to strive upward, it is well to remain below."
- Exceptional modesty, conscientiousness, reverence, thrift, and focus on the lowly bring great good fortune. Thunder on the mountain: the superior person gives preponderance to reverence in conduct, grief in bereavement, and thrift in expenditures.

This is the energy of careful, grounded recovery after disaster — not grand revolutions, but disciplined excellence in the details, descending wisely to the nest instead of flying into the sun.

### **Real-World ROI & Performance Contrast (as of mid-January 2026):**

- **Martin Waters era:** Difficult period with significant stock erosion, internal restrictions, and challenges in reconnecting with core customers. The "galling limitation" and full stagnation (Hex 12) aligned closely with the confusion, decline, and loss of momentum.
- **Hillary Super era** (short but powerful so far): Strong turnaround signs.
  - Q3 2025 (ended Nov 1, 2025): Net sales +9% YoY to \$1.472 billion (beat expectations), comparable sales +8%, strength across Victoria's Secret, PINK, Beauty, global channels.
  - Adjusted results exceeded high-end guidance; company raised full-year 2025 outlook (net sales now \$6.45B–\$6.48B, adjusted operating income \$350M–\$375M, EPS \$2.40–\$2.65).
  - Stock reaction: Surged 18% on earnings day (Dec 2025), with total returns for shareholders around 80-90%+ from Super's start in some periods. As of Jan 2026, VSCO trades ~\$59-60 (after hitting highs near \$66 recently), a massive rebound from 2024 lows (\$13-14).
  - Super's "Path to Potential" strategy (less discounting, better margins, focus on bras as emotional core, authentic sexy vibe, team alignment) is delivering disciplined, consistent growth.

### **Mandate of Heaven?**

**For I Ching students:** The Heaven clearly shifted the mandate to Hillary Super. Her background (Savage X Fenty with Rihanna, Anthropologie, decades in fashion retail with emphasis on high-performing teams, Gen Z/millennial trends, consumer empathy) perfectly suits the Preponderance of the Small phase: pragmatic, detail-oriented, reverent in small matters, thrifty, no ego-driven mega-projects. She rebuilds foundations with modesty and conscientiousness — exactly what the hexagram prescribes for success after disaster.

### **Investor Takeaway:**

Waters represented a necessary but painful phase of forced limitations and energy accumulation. Super brings the modest, steady recovery phase. The I Ching suggests the current mandate favors her prudent approach... for now (energies are always dynamic).

### **Managerial Lessons for Your Mandalas:**

- **In Limitation + Stagnation times:** Accumulate energy quietly, accept restrictions as preparation, but avoid becoming "galling" (overly severe) or you'll lose support. Don't force premature action.
- **In Preponderance of the Small times:** Excel in the everyday — reverence in conduct, authentic emotion, extreme thrift. Don't chase heroic leaps; be the wise bird descending to the nest. This builds real trust and sustainable momentum.

## CONSULTS

VSCO Victoria's Secret under CEO Hillary Super



|   |                  |  |   |   |   |  |   |   |   |  |   |
|---|------------------|--|---|---|---|--|---|---|---|--|---|
| 6 | The Top          |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 5 | The Fifth Place  |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 4 | The Fourth Place |  | H | T | T |  | 3 | 2 | 2 |  | 7 |
|   |                  |  |   |   |   |  |   |   |   |  |   |
| 3 | The Third Place  |  | H | T | T |  | 3 | 2 | 2 |  | 7 |
| 2 | The Second Place |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 1 | The Beginning    |  | H | H | T |  | 3 | 3 | 2 |  | 8 |

**Click below to view the interpretations and cases:**

<https://icic.com/?p=9029>

### **HEXAGRAM 62 - Hsiao Kuo - Preponderance of the Small**

Above CHEN THE AROUSING, THUNDER  
 Below KEN KEEPING STILL, MOUNTAIN

While in the hexagram Ta Kuo, PREPONDERANCE OF THE GREAT (28), the strong lines

- preponderate and
- are within inclosed between weak lines at the
  - top and
  - bottom,

the present hexagram

- has weak lines preponderating, though here again
  - they are on the outside,
  - the strong lines being within.

This indeed is the basis of the exceptional situation indicated by the hexagram.

When

strong lines are outside, we have the hexagram

- I, PROVIDING NOURISHMENT (27), or
- Chung Fu, INNER TRUTH (61);

neither represents an exceptional state.

When

- strong elements within preponderate,
- they necessarily enforce their will.

This creates struggle and exceptional conditions in general.

But

in the present hexagram

it is the weak element that perforce must mediate with the outside world.

If

- a man occupies a position of authority for which
- he is by nature really inadequate, extraordinary prudence is necessary.

## THE JUDGMENT

PREPONDERANCE OF THE SMALL.

Success.

Perseverance furthers.

- Small things may be done;
- great things should not be done.

The flying bird brings the message:

- It is not well to strive upward,
- It is well to remain below.

Great good fortune.

- Exceptional modesty and
  - conscientiousness
- are sure to be rewarded with success; however,

if a man is not to throw himself away,  
it is important that they should

- not become empty form and subservience
- but be combined always with a correct dignity in personal behavior.

We must understand the demands of the time  
in order to find the necessary offset for its

- deficiencies and
- damages.

In any event

- we must not count on great success,
- since the requisite strength is lacking.

In this lies the importance of the message that  
one should

- not strive after lofty things
- but
- hold to lowly things.

The structure of the hexagram gives rise to the idea that  
this message is brought by a bird.

In Ta Kuo, PREPONDERANCE OF THE GREAT (28),

- the four strong, heavy lines within,
  - supported only by two weak lines without,
- give the image of a sagging ridgepole.

Here

- the supporting weak lines are both
  - outside and
  - preponderant;

this gives the image of a soaring bird.

But

- a bird should not try to surpass itself and fly into the sun;
- it should descend to the earth, where its nest is.

In this way

- it gives the message conveyed by the hexagram.

## THE IMAGE

Thunder on the mountain: The image of PREPONDERANCE OF THE SMALL.

Thus

- in his conduct the superior man gives preponderance to reverence.
- In bereavement he gives preponderance to grief.
- In his expenditures he gives preponderance to thrift.

- Thunder on the mountain is different from
- thunder on the plain.

In the mountains,

- thunder seems much nearer;

outside the mountains,

- it is less audible than the thunder of an ordinary storm.



|   |  |   |   |   |  |   |   |   |  |   |
|---|--|---|---|---|--|---|---|---|--|---|
| 3 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 2 |  | H | H | H |  | 3 | 3 | 3 |  | 9 |
| 1 |  | H | H | H |  | 3 | 3 | 3 |  | 9 |

## HEXAGRAM 60 – Chieh - Limitation

Above K'AN THE ABYSMAL, WATER  
Below TUI THE JOYOUS, LAKE

- A lake occupies a limited space.  
When more water comes into it,
- it overflows.

Therefore

limits must be set for the water.

The image shows

- water below and
- water above,
- with the firmament between them as a limit.

The Chinese word for limitation really denotes the joints that divide a bamboo stalk.

- In relation to ordinary life
  - it means the thrift that sets fixed limits upon expenditures.
- In relation to the moral sphere
  - it means the fixed limits that the superior man sets upon his actions - the limits of loyalty and disinterestedness.

## THE JUDGMENT

LIMITATION.

Success.

Galling limitation must not be persevered in.

- Limitations are troublesome, but

- they are effective.

If

- we live economically in normal times,
- we are prepared for times of want.

To be sparing saves us from humiliation.

Limitations are also indispensable in the regulation of world conditions.

In nature there are fixed limits for

- summer and winter,
- day and night, and

these limits give the year its meaning.

In the same way,

economy,

by setting fixed limits upon expenditures,  
acts to

- preserve property and
- prevent injury to the people.

But in limitation  
we must observe due measure.

- If a man should seek to impose galling limitations upon his own nature,
  - it would be injurious.

And

- if he should go too far in imposing limitations on others,
  - they would rebel.

Therefore

it is necessary to set limits even upon limitations

## THE IMAGE

Water over lake: the image of LIMITATION.

Thus

the superior man

- Creates number and measure, And
- examines the nature of virtue and correct conduct.

- A lake is something limited.
- Water is inexhaustible.

A lake

- can contain only a definite amount of the infinite quantity of water;
- this is its peculiarity.

In human life too

the individual achieves significance through

- discrimination and
- the setting of limits.

Therefore

what concerns us here is

the problem of clearly defining these discriminations,  
which are, so to speak,

- the backbone of morality.

- Unlimited possibilities are not suited to man;
- if
- they existed,
- his life would only dissolve in the boundless.

To become strong,

a man's life needs the limitations

- ordained by duty and
- voluntarily accepted.

The individual attains significance as a free spirit only

- by surrounding himself with these limitations and
- by determining for himself what his duty is.

## THE LINES

Nine at the beginning means:

Not going out of the door and the courtyard  
Is without blame.

Often a man who

- would like to undertake something
- finds himself confronted by insurmountable limitations.

Then he must know where to stop.

If  
he

- rightly understands this and
- does not go beyond the limits set for him,

he

- accumulates an energy that enables him,  
when the proper time comes,
- to act with great force.

Discretion is of prime importance in preparing the way for momentous things.

Concerning this, Confucius says:

- Where disorder develops,
  - words are the first steps.
- If the prince is not discreet,
  - he loses his servant.
- If the servant is not discreet,
  - he loses his life.
- If germinating things are not handled with discretion,
  - the perfecting of them is impeded.

Therefore

- the superior man
  - is careful to maintain silence and
  - does not go forth.

Nine in the second place means:

Not going out of the gate and the courtyard  
Brings misfortune.

When

- the time for action has come,
- the moment must be quickly seized.

Just as

- water first collects in a lake without flowing out,
- yet is certain to find an outlet when the lake is full,  
so it is in the life of man.

- It is a good thing to hesitate so long as
  - the time for action has not come, but no longer.
- Once the obstacles to action have been removed, anxious hesitation
- is a mistake that is bound to bring disaster,
  - because one misses one's opportunity.

Six in the fourth place means:  
Contented limitation.  
Success.

- Every limitation has its value, but
  - a limitation that requires persistent effort entails a cost of too much energy.
- When, however,
- the limitation is a natural one
  - (as for example, the limitation by which water flows only downhill),
  - it necessarily leads to success,
- for then
- it means a saving of energy.
- The energy that otherwise would be consumed in a vain struggle with the object,
- is applied wholly to the benefit of the matter in hand, and
  - success is assured.

Six at the top means:  
Galling limitation.  
Perseverance brings misfortune.  
Remorse disappears.

- If
- one is too severe in setting up restrictions,
  - people will not endure them.
- The more consistent such severity,
  - the worse it is,
- for in the long run
- a reaction is unavoidable.
- In the same way,
- the tormented body will rebel against excessive asceticism.
- On the other hand, although
- ruthless severity is not to be applied persistently and systematically,
- there may be times when
- it is the only means of safeguarding against guilt and remorse.

In such situations

- ruthlessness toward oneself
- is the only means of saving one's soul, which otherwise
- would succumb to irresolution and temptation.

## MOVING HEXAGRAM

### HEXAGRAM 12 - P'i - Standstill (Stagnation)

Above CH'IEN      THE CREATIVE, HEAVEN  
Below K'UN        THE RECEPTIVE, EARTH

This hexagram is the opposite of the preceding one.

- Heaven is above, drawing farther and farther away, while
- the earth below sinks farther into the depths.

The creative powers are not in relation.

It is a time of standstill and decline.

This hexagram is linked with the seventh month (August-September), when

- the year has passed its zenith and
- autumnal decay is setting in.

### THE JUDGMENT

STANDSTILL.

Evil people do not further

The perseverance of the superior man.

- The great departs
- the small approaches.
  
- Heaven and earth are out of communion and
- all things are benumbed.
  
- What is above has no relation to what is below, and
- on earth confusion and disorder prevail.
  
- The dark power within,
- the light power is without.
  
- Weakness is within,
- harshness without.
  
- Within are the inferior, and
- without are the superior.

- The way of inferior people is in ascent;
- the way of superior people is on the decline.

But the superior people do not allow themselves to be turned from their principles. If the possibility of exerting influence is closed to them, they nevertheless

- remain faithful to their principles and
- withdraw into seclusion.

## THE IMAGE

Heaven and earth do not unite: The image Of STANDSTILL.

Thus

- the superior man falls back upon his inner worth In order to escape the difficulties.
- He does not permit himself to be honored with revenue.

When, owing to the influence of inferior men, mutual mistrust prevails in public life, fruitful activity is rendered impossible, because the fundamentals are wrong.

Therefore

- the superior man knows what he must do under such circumstances;
- he does not allow himself to be tempted by dazzling offers to take part in public activities.

This would only expose him to danger, since he cannot assent to the meanness of the others.

He therefore

- hides his worth and
- withdraws into seclusion.