

Every Body Treated Equally

We live in an age of diversity; one where we should be proud of everything that makes us different, because that's what unites us! Ardene has always believed in inclusivity and authenticity. We promote confidence and empowerment and encourage our customers to do the same, so we are proud to celebrate body diversity by offering our new Rose + Vine Curve lingerie collection, just in time for Galentine's Day.

Body Positivity Online

We are huge fans of social media and the outlet it gives people to connect and be inspired by each other, but in an era when it's at the center of our lives, it's hard to stay true to ourselves without making comparisons to others. It takes a lot of courage to be yourself online and even more in real life, and that courage is empowering. Instead of fighting for better filters, let's encourage and support each other with more body positivity. We all come in different shapes and sizes, and that's what makes us interesting and unique, so let's embrace our curves and find fashion that fits!

All For You

We are so excited to introduce our new [Rose + Vine Curve lingerie collection](#) as part of our "All For You" campaign, because we want all our customers to have the fits and styles they need. We have steadily expanded our Curve collection over the last few years, having recently added sustainable holiday pj's to the selection, and this marks our first-ever drop of plus size lingerie. We updated our most popular styles to give our plus size customer the comfort she deserves, and we're very proud of this new addition to our Curve brand. Every body should always be treated equally, and we will continue to design with everyone in mind.