

Love for All

Pride season has begun, and we're sharing our love for all! Inclusivity is one of Ardene's core values, and we believe in equality for everyone, so we recognize the importance of celebrating Pride and supporting the LGBTQ+ community. To help spread love, we're featuring content all month long on our social channels from LGBTQ+ creators in our community who will share messages of inspiration and support. Follow us on insta and share the love, because everyone has the right to live freely and without judgment.

Ardene x It Gets Better

This year, we've partnered with the It Gets Better Project to raise money to support its mission to uplift, empower, and connect LGBTQ+ youth around the world. We've worked with three different artists to design three limited edition tote bags that we'll be selling online and in-stores for \$5 until June 30th, with all proceeds going to the It Gets Better Project. This is a new partnership for us, and we're proud to be part of this initiative.

We're also offering our customers the opportunity to round-up their in-store purchases from June 1st -15th to help support the It Gets Better Project. Stop by any of our locations to learn more and make a difference with your purchase.

Empowerment Through Storytelling

The It Gets Better Project seeks to empower LGBTQ+ youth through educational programming and dynamic community building initiatives, but mostly through powerful storytelling campaigns. It has created the world's largest storytelling effort to uplift LGBTQ+ youth that spans four continents in eight languages, and it works with other similar organizations to help empower youth. The overall message is that they're not alone - that there are people all around the world sharing the same experiences. Through solidarity, LGBTQ+ youth can reach out and connect with one another to find comfort and strength in each other; helping them understand their worthiness and power as individuals. The It Gets Better project plays an important role in the global LGBTQ+ community, and we stand by its vision of a world free of discrimination where empathy and understanding replace bullying and hate. Let's spread love - not just for Pride, but all year long.

#ardenelove