

AVIDLOVE Unveils 2025 Wedding Season Campaign

AVIDLOVE Unveils 2025 Wedding Season Campaign: Collaborates with Alexa Collins to Embody Timeless Love, Empowers Women Through Charitable Initiatives



New York City, New York May 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - In March 2025, global women's intimates brand [AVIDLOVE](https://www.avidlove.com) officially kicked off its wedding season with the theme "The Naked Truth About Forever." Partnering with international supermodel Alexa Collins, the brand launched an exclusive collection. AVIDLOVE initiates the #avidloveempowerher charity campaign. From March 8 to May 31, 1% of sales from AVIDLOVE's standalone website will be donated to the SEEKHER Foundation, supporting women's mental health initiatives and adding a meaningful touch to this season of love and commitment.

Collaboration with Supermodel Alexa Collins: Redefining Modern Bride Confidence

As the centerpiece of this wedding season campaign, [AVIDLOVE](https://www.avidlove.com) teamed up with multifaceted international supermodel Alexa Collins to create the limited-edition collection. Alexa, a former Dallas Cowboys cheerleader and a standout at Miami Swim Week, has carved a niche in the global fashion scene. Her vibrant, healthy image aligns seamlessly with AVIDLOVE's ethos of embracing one's authentic self.

The collaboration merges Alexa's signature energetic style with AVIDLOVE's exquisite craftsmanship, offering limited-edition pieces such as satin bridal loungewear and embroidered lace lingerie. Under the slogan "Forever Starts Tonight," the collection reimagines modern marriage as a partnership rooted in equality and independence, presenting a unique choice for today's brides.

#avidloveempowerher Charity Initiative: 1% of Sales Fueling Women's Growth

Beyond the romantic allure, AVIDLOVE's concurrent charity project underscores the brand's

compassionate ethos. During the campaign period (March 8–May 31), customers can enjoy a 30% discount on [AVIDLOVE's](#) standalone website using the promo code "SEEKHER." Simultaneously, 1% of each order's sales will be donated to the SEEKHER Foundation, a nonprofit dedicated to bridging the gender gap in mental health. Through advocacy, research, and support programs, SEEKHER assists women in navigating challenges like body image anxiety, maternal societal pressures, and barriers to workplace leadership.

AVIDLOVE aims to make every purchase a catalyst for gender equality, allowing brides to celebrate their happiness while connecting with the growth stories of other women. To encourage participation, AVIDLOVE launched an online storytelling campaign: Users can share their personal journeys (through text, photos, or videos) on Instagram or TikTok using the hashtag #avidloveempowerher for a chance to win AVIDLOVE product bundles. The brand will weekly feature outstanding stories on its official channels, with some creators selected for in-depth interviews, turning individual narratives into inspiring forces for others. The campaign has already garnered significant attention, fostering a supportive network of women sharing their stories.

From Wedding Season to Lifelong Journeys: AVIDLOVE's Commitment to Women's Well-being

As the May 31 charity deadline approaches, AVIDLOVE has dedicated a "Charity" section on its website to disclose donation progress and highlight touching moments from the campaign. Contributions will continue to support SEEKHER Foundation programs, including the "Women's Mental Health Helpline" and the "Working Moms' Mental Empowerment Project."

"The wedding season is our tribute to love, while the charity initiative reflects our brand's promise to the 'sisterhood of women,'" the brand stated. By integrating consumption with philanthropy, this collaboration addresses critical women's mental health issues, empowering every participant to champion gender equality.

As lace and pearls weave dreams of wedded bliss, and each purchase carries a message of care for others, AVIDLOVE demonstrates that true, enduring love transcends romantic vows—it thrives in the mutual support and empowerment of women. With the #avidloveempowerher campaign entering its final phase, the brand invites more consumers to join in contributing to women's empowerment.

About [AVIDLOVE](#)

Founded in 2015, AVIDLOVE is built on the core values of "elegance and comfort," striving to be a pioneer in the intimate apparel industry. The brand's name, derived from "Avid" (enthusiastic) and "LOVE," embodies a sincere celebration of women's confidence and romantic allure.

AVIDLOVE believes every woman deserves lingerie that is both stunning and comfortable. Drawing inspiration from global aesthetics, designers craft timeless, sophisticated pieces infused with modern sensibility, catering to diverse body types, occasions, and styles. Whether it's seductive lace lingerie or everyday shapewear, AVIDLOVE empowers women to break free from traditional constraints and express their individuality through innovative craftsmanship and premium materials.

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