

LBme – connotes a website/collection that's all hers: a favorite destination for exclusive looks made to flatter HER shape, designed specifically in response to HER needs. Here she'll find freshened-up favorites and have fun exploring emerging trends, all in her size, and all just right for the demands of HER busy work and social lives.

LaneB – evokes the name of a sophisticated city street, a place where her career meets her after-hours fun, and she looks terrific in smart, updated clothes found only here. This is an uptown collection that enhances her shape and keeps up with her lifestyle. And in this part of town, she won't run into any of those ultra-traditional plus-size looks.

LBNext – emphasizes the next-generation aspect of this plus-size collection: backed by decades of Lane Bryant experience in constructing garments that flatter her shape, but infused with new ideas about what she wants to wear and what looks right now. Not her mother's Lane Bryant, this one has a fresher take on what's "appropriate" in a plus-size collection: trendier, more fashionable – just like her.

PrivateLane – speaks to the collection's exclusivity on two fronts. First, she'll find only original, Lane Bryant-designed items that are available nowhere else. Second, this collection has been specifically created for a rather select group: fashion forward, upscale people like HER who are actively engaged in their careers and social lives.