



the L word®

TAGLINE exploration:

There's a fine line between friendship and foreplay.

THE 'L' WORD

Open your mind – and close the door.

THE 'L' WORD

Here, it's not what you do that counts – it's whom.

THE 'L' WORD

THE 'L' WORD -

It means what you want it to mean.

Turns out girls can do everything boys do.

THE 'L' WORD

Love - without limits.

THE 'L' WORD

Pandora's Box is now open.

THE 'L' WORD

Some friends make better fantasies.

THE 'L' WORD

It doesn't take one – to love one.

THE 'L' WORD

Girls. Friends. Girlfriends.

THE 'L' WORD