



ARDOR

LOVE & PASSION

“I LOVE MY IMPERFECTIONS.
I LOVE MY MISTAKES. I LOVE MY FLAWS.
I DEEPLY AND COMPLETELY ACCEPT MYSELF”.

ARDOR: /ar·dor/ Derived from the word ‘adore’—to love deeply —Ardor embodies love and passion. A die-hard romantic that views their life through rose-colored glasses. This archetype isn’t just about romance—it’s about self-love and nurturing an intense fiery passion for life.

COLORS

RASPBERRY
Reds

PALE
Pinks

EMERALD
Greens



IF ARDOR IS WHAT YOU NEED, YOUR LIMITATIONS OFTEN MANIFEST AS:

If Ardor is what you need, your limitations often manifest as a lack of love and respect for yourself. You need to stop playing the victim—the universe isn't conspiring against you. If the universe continuously tosses the same lessons your way, it's because you are failing to learn them. In your dreams, you envision yourself as Ardor, effortlessly uttering the perfect words and being adored for it, always attracting attention into your life for the best reasons. But once you wake up, you cloud your mind with insecurities and read into ordinary situations, which in turn hurt your own feelings. You perceive yourself as the quintessential victim, perpetually let down by others, but who set the expectations in the first place? It's impossible for someone else to reflect the love that you deny yourself.

You habitually place yourself at the bottom of your priority list, constantly bending to the needs of others, fearing that those around you may abruptly lose interest in you. This fear has made you a chronic people-pleaser, acting as a constant doormat for others to use at will. Consequently, this creates resentment towards those on the receiving end of your love. Being a people-pleaser isn't equivalent to expressing authentic love; usually it implies an exchange for your actions, which—contrarily—comes from a fear of being unloved. You forge these invisible transactions with people, only to be faced with disappointment when their actions don't meet your expectations. Love isn't just about blindly adoring those around you, but about caring and loving yourself above all.



IF ARDOR IS WHAT YOU NEED, YOUR LIMITATIONS OFTEN MANIFEST AS:

Forever a daydreamer—this appears to be a recurring theme in your life. You dream of a home that reflects your finest self, all while living in a practical, under-furnished space. You dream of this enriched beautiful life, but your home does not exude your self-love—you hold back from elements that could elevate your home to resemble your vision. You dream about overwhelming love, but the thought of truly dolling up and stepping out is profoundly petrifying. Lost in the allure of love, you associate every date with ‘the one’, falling in love with potential.

Your passion for love is so intense that you surrender your power to anyone with possibility, opening yourself up for the wrong attention. As you try to fit a square into a circle, you eventually realize that you are trying to force a connection, leading to feelings of being overwhelmed with their affection. When it all falls apart, you’re always left confused, wondering how such an idyllic start could end so abruptly. But in reality, you were blinded by the intoxicating rush of new love—a love that wasn’t real but merely a fabrication of your imagination. It’s hard for you to recognize what real love is and sometimes you’re scared by the thought that you might never know what it feels like.



THE EMBODIMENT OF ARDOR IS SOMEONE WHO

The embodiment of Ardor is someone who views their life through rose-colored glasses. Love, love, love. With perfectly tousled hair and an outfit seemingly plucked from a catalog, they navigate life as though they're the star of their own blockbuster movie. You might even find them marveling at their reflection while walking, astounded by the beauty with which the universe has blessed them. They're a die-hard romantic, daydreaming of heart-stirring, film-like stories that sweep them off their feet—anything less feels like settling. Every lunch date with Ardor features tales of their latest whirlwind romance, keeping their friends up to date with the newest admirer pining for Ardor's attention. Some of these romances tend to be short-lived, but only because Ardor would rather enjoy their own company than be with someone who falls short of matching their quick wit. They possess such abundant self-love that they see no point in getting it from disappointing sources—they strive for nothing but high-quality love and companionship. Because they're so sure of their own value, they effortlessly carry confidence into every room they enter.

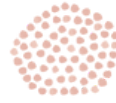
Ardor inevitably becomes the center of attention, possessing an irresistible pull and captivating charm. With their potent influence, they magnetize others naturally, because they truly embody love. Any relationship proves to be lively because Ardor is the one that brings the fun. Ardor doesn't need to articulate the extent of their adoration; the people around them echo it involuntarily. In Ardor's absence, they will sing their praises, referring to them as that person you simply 'must' meet. They won't hesitate to move on from situations that don't suit them or uphold the essence of the love they deserve, whether it involves a partner, friendship, or business. If something doesn't align with their ideal self, Ardor knows there is something better waiting for them. But this archetype isn't just about hunting for romance—it's about nurturing an intense fiery passion for life, savoring every moment.



THE EMBODIMENT OF ARDOR IS SOMEONE WHO

Their home is genuinely a mirror-image of themselves, loaded to the hilt with everything they adore, or stirred their emotions. From the colors to the bedding, everything exudes softness, but that doesn't make it devoid of color. The places where Ardor chooses to add color, such as their glassware, art, and accessories, might surprise you. Ardor values aesthetics, appreciating the way colors blend within their home, imparting a sense of purpose even if the items were gathered randomly over time. Design choices that are reminiscent of Ardor incorporate elements of farmhouse chic, shabby chic, organic modern, or even romantic art deco touches — intertwining modern art and furniture with elements reminiscent of a Shakespearean novel. They brighten up whenever someone asks them about the origin of a particular art piece or knick-knack they have on display, as it's something they deeply resonate with.

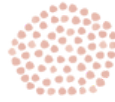
Envision Ardor as a person who overflows with love, grasping that love truly is the heart of all things — much like the song “All You Need is Love”, love is the core. They personify it, realizing it's where everything starts and that the world would be a much better place if we could all embody it. They deeply connect with people, spotting bits of themselves in others and showing love and appreciation for their efforts at that particular stage in their journey. Ardor adores themselves deeply and cascades this affection boundlessly upon others, deriving immense gratification from caring for everyone. Picture Ardor striding down a hallway, an invisible fan beautifully blowing their hair, the perfect song playing in the background—fully owning their role as the main character.



TO PROGRESS ON THE PATH OF ARDOR, IT'S ESSENTIAL TO

To progress on the path of Ardor, it's essential to nurture your needs and practice self-love. Happiness and pleasure are vital components in the beautiful recipe called your life. Strive to embody Ardor's confident energy; indulge in self-love for once in your life. Psychiatrist Carl Jung highlighted that there are aspects of our identity which we dislike and subsequently repress—this is known as our shadow self. If we fail to acknowledge this shadow self, we block our understanding of who we truly are and consequently remain stuck in our growth. Envision your inner critic—that nagging, incessant voice in your mind—as your loyal ally, always striving to protect you. Remember, the one consistent element in your life is You – you are your own 'ride or die' friend. If you don't allow yourself to genuinely experience your emotions, you'll forever remain unknowing and unloving of the person you authentically are at your core. Self-love isn't something that miraculously happens overnight. Like anything else, it needs practice — just like you wouldn't walk into a gym and instantly become a pro weightlifter, right? It works the same way with self-love.

Dive into self-love affirmations. Practice projecting that confidence you're eager for, voicing it every chance you get. Do it in the car, in front of the mirror, while you're in the shower, or anytime you feel beautiful. Feel it, relish it, and bask in that sensation. Remember, it's okay to set some boundaries. You don't always have to be there to help the people you love — they're capable of surviving on their own. By trying to solve all their problems or rushing in to save the day, you might be robbing them of the chance to learn valuable life lessons and become self-sufficient. Make it a point to establish boundaries, just like a child learning to put on their pants one leg at a time, "They need to pull up their big girl pants." Aim for the people in your life to appreciate you for who you are, not just for what you can do for them.



TO PROGRESS ON THE PATH OF ARDOR, IT'S ESSENTIAL TO

It's time to finally make yourself a priority: Start with decluttering your home and create space for love to really grow. Get rid of or repair broken items; having this stagnant energy filling your home blocks new experiences from entering. Make it a little date with yourself, take the time to acknowledge the feelings and memories these items evoked, and bid them goodbye. It's all about out with the old and in with the new. Create space for people in your life—consider investing in a larger dining table to encourage social energy. If romance is on your radar, naturally, it begins at the source—your bed. Welcome the change by ensuring your beddings are in an ideal condition to attract love—opt for comfortable, matching sets and toss any worn-out or frayed linens. Try to pair up furniture and objects; steer clear from single chairs or candles. With pairing nightstands in your bedroom, you'll foster harmony in relationships. It's vital to establish an energy of partnership, otherwise, singularity lingers. Encourage connection within your living area by constructing zones for conversation or interaction. It might sound like a 'duh' moment, but creating spaces where people can sit comfortably, hang out and spend time together really does facilitate those interactions to happen more often.

Designate 'activation zones' within your home for uninterrupted, guided meditation. By consistently performing heart-chakra-opening activities in a specific area of your home, you cultivate an energy of love there. When you repeatedly engage in this practice in a single spot, you're initiating a vortex of energy—reinforcing the access you're creating. This space will then embody an energy that lingers even when you're absent; you'll be able to re-enter and seamlessly reconnect with the residual energy. Ardor, founded on love and compassion, resonates with the Heart Chakra (naturally), located at the center of your chest. Learning to open this chakra can be a transformative journey, propagating balance in your heart and filling you with self-love, forgiveness, and empathy for others, as well as yourself.



HOME

Dopamine Decor: Focused on personal taste, this style is all about what feels good to *you*. Liven up your home with colors that bring those nice warm feelings to your heart chakra. Achieve this through art, pillows, rugs – essentially, the possibilities are boundless.

Art: Incorporate art, particularly paired images representing love, to inspire positive love energy and unity. Avoid images of solitary objects or individual photographs, opting instead for pairs – this is especially significant in the bedroom.

Layered Lighting: Easily establish a warm and inviting ambiance in your home by incorporating layered lighting. Bright overhead lights aren't always preferable, and providing diverse options benefits the eyes and brain. Sconces, floor lamps, and chandeliers are excellent methods for enhancing your home's beauty.

Pairs in Furniture: It's critical to foster a sense of partnership; otherwise, you continually promote singularity. Try to refrain from single decor pieces, such as chairs or candles. If there's a solo chair, complement it with another – they don't have to be identical, they just shouldn't stand alone.

Activation Zones: Identify areas in your home where you can perform guided meditation without disruption. Choose a place where you want to invite that energy in, such as the bedroom or any area that feels soft to you. The consistent repetition of meditation in the same place generates a vortex of loving & passionate energy.



HOME

Remove or Repair Damaged Items: When the space you occupy daily is in disarray, your mind can mirror that chaos. Clutter in your home can block the flow of positive energy towards you. Simplify your living environment to replenish its energy as well as to alleviate your mind.

TV-Free Bedroom: Television can disrupt sleep patterns and romantic energy in the bedroom - to put it bluntly, if your eyes are on the TV, they're not on your loved one. If a TV is necessary, consider an Art TV and establish some off times. Decreasing the volume of electromagnetic waves can significantly affect your mental health and well-being.

A Commanding Bed: Place your bed directly across from the door to enhance energy flow. Embrace the new by ensuring your bedding is in perfect condition to invite love – choose cozy, matching sets, and discard any worn or frayed linens.

Candles: Include candles to infuse sensuality and strength, introducing the element of fire into your space, along with its passion. Keep them burning constantly (under supervision, of course), and for a safer alternative, flameless candles are an excellent option.

Materials: Silk, Velvet, and Lace

CHOSEN ITEMS





BODY

Leeks: Renowned for their magical properties in self-love, offering positive energy and protection. Try cooking with them and focus on self-love and kindness as you consume them.

Basil: Symbolizes love and beauty. It's excellent for cooking, while its aroma also attracts.

Cinnamon: Personifies love, power, and positive energy, featuring inner strength and love. When consumed, it acts as an aphrodisiac by increasing blood flow and boosting testosterone levels in your body.

Lemon: Its juice is known to heal emotional troubles, while its scent is credited with attracting love back into your life.

Rose: Has been an emblem of love for centuries, and rightfully so. Spritzing your face with rose water in the morning or carrying a scent roller can affirm your pursuit for love.

CHOSEN ITEMS





SOUL

Crystals: Rose Quartz (*Love & Healing*), Carnelian (*Improves Love Life*), Obsidian (*Inner Progress*), Aragonite (*Calms Nervous Behavior*), Ruby (*Increases Passion*), Yellow Jasper (*Increases Confidence*), Emerald (*Passion & Playfulness*), Lapis Lazuli (*Boosts Confidence*), and Sugilite (*Self Respect*).

Essential Oils: Rose Absolute (*Attracts Love & Passion*), Ginger (*Feelings of Confidence*), and Sandalwood (*Sensual Energy*).

Plants: Bleeding Heart (*Attract Love*), Jasmine (*Promotes Healthy Relationships*), and Orchids (*Attract Love & Deepen Friendships*).

CHOSEN ITEMS



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