

## LELO HEX™ WINS THE A'DESIGN GOLDEN AWARD

*International Design Academy Chooses HEX™  
For its Design Quality and Innovation*



**Stockholm/ San Jose/ Melbourne – May 2<sup>nd</sup>, 2017:** LELO last week proudly announced the latest in a string of awards for its now well-established LELO HEX™ condom, with a prestigious **Golden A'Design Award** in the category of Design Quality and Innovation.

The respected award is bestowed by a panel of International Design Academy grand jurors, which consists of influential press members, established designers, leading academics and prominent entrepreneurs worldwide.

This first place award is the second design medal in the HEX™ cabinet in recent weeks, following an equally prestigious iF Design Award earlier this Spring.

Steve Thomson, LELO CMO, said: "It's only the start of the awards season and the innovative HEX™ condom has already grabbed two big trophies to add to the various marketing and social media awards it won earlier in the year. As a brand rooted in design, it's a pleasure to have the hard work rewarded publicly, and absolutely validates the years of hard work that went into it. We couldn't be happier today."

The A' Design Awards were established to recognize brands from all countries that create "products and projects that offer additional value, increased utility, new functionality,

**Note to Editors: All sales inquiries can be directed to [sales@lelo.com](mailto:sales@lelo.com)**

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories, soy massage candles. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

## For Immediate Release

# LELO

superior aesthetics, exceptional efficiency, improved sustainability and remarkable performance...for the betterment of mankind.”

Using unique technology that increases the not only the safety of protected sex, but also the sensation and, indeed, the aesthetics of it, the HEX™ condom is closing in on the 1-year anniversary of its initial crowdfunding launch with ever-increasing popularity and interest, not mention international recognitions.

The global media has extensively covered HEX™ and the condom's new technology, and pointed out its benefits:

“My partner said it was the strongest orgasm of his life that he's had wearing a condom.”  
– Bustle

“We tried the HEX personally and can report top-notch pleasure.” – Mashable

“With the HEX, my husband and I had our most positive condom experience to date. The fit felt good and the hexagonal design gripped his penis without squeezing it.” – Vice.

More information about LELO HEX™ Condoms can be found on [lelo.com](http://lelo.com). Interested retailers can contact [sales@lelo.com](mailto:sales@lelo.com) for more information.

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