

FOR IMMEDIATE RELEASE

## Sex trends in 2018 and that hot virtual insanity



**Stockholm – January 4th 2018:** Last year, taking information from [LELO's](#) Global Sex Survey, we mastered a bunch of trends that were pretty tabooish for the past few years. This included a greater willingness to explore prostate pleasure, a better understanding of complex relationship dynamics such as polyamory and smartphone integration in our bedrooms. But, now from this point of view, we cannot say that those things had the most impact on the sex factors worldwide.

The sex trend that dominated 2017 was a far more sinister one: reams of accusations of sexual misconduct laid against powerful men. Yes, we all remember the one against Hollywood top stars - producer Harvey Weinstein and actor Kevin Spacey, but many more influential people were also caught in this scandalous game.

It was a surprise that everyone expected, even if it took far too long to surface. Picking up the pieces from the fallout of these scandals will probably continue to dominate the sex trends for 2018.

The landscape of sexuality is shifting, and it's likely to be years until the tectonic plates of gender identity, sexuality, and equality settle down. So, read on this 5 sex trends to look out for in 2018!

## 1. Respect and Consent

The open dam of sex harassment accusations has empowered women to defend their personal space and body agency and confront men with an ugly truth at the center of male culture. Hopefully, the sex scandals which overpowered sexuality in 2017 represent a real sea change in mainstream attitudes and 2018 will slowly encourage less hostile and less polarized discussions around consent and respect.

## 2. Sonic Sex Toys

The year 2017 saw LELO launch [SONA](#), a brilliant clitoral stimulator that uses sonic waves instead of conventional vibrations that takes your orgasm to a new level. This super sex toy was launched with massive fanfare and has garnered some early celebrity support, such as the likes of Amber Rose, a global celebrity and feminist, which blew everyone's minds. It's the most exciting time in the history of sex toys right now, and SONA is definitely leading the way! You've gotta try it!

## 3. Pegging

Pegging, the act of a man receiving anal sex from a woman usually wearing a strap-on dildo has been gaining currency in sexual circles for years. But now, it seems like the secret's out, with increasing numbers of mainstream news sites reporting on it. 2018 might be the year the wave breaks and pegging makes it into vanilla bedrooms, in the same way, that the prostate massage did back in 2016.

## 4. 3D Printed Sex Toys

The technology is so nearly ready for this to become a real, practical thing – it's possible that 2018 could see it start to be taken seriously. It's an interesting thing, because it's possible, making it easy to design and print your own designs. It's still a bit expensive and printing still takes a long time but most importantly you need to be sure you're using the highest quality body-safe plastics, still, there's potential. So, literally, dive in your own 3D fantasy!

## 5. Virtual Reality

One of the most exciting areas of technology is in virtual reality, which after many years of false starts and lack of enthusiasm, has suddenly blown up and laid the foundation for a revolution of the way we derive pleasure and interact with a sexual stimulus. Even though virtual reality porn is already a thing and it is growing fast, LELO sees further potential for use with future sex toys.

**All media inquiries can be directed to [pr@lelo.com](mailto:pr@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.

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**ENDS**

**Notes to editors**

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