

FOR IMMEDIATE RELEASE

Amber Rose Gets Into Bed with Luxury Sex Toy Brand LELO



Stockholm, Sweden, 6 February 2018; Today, the world's leading designer sex toy brand, [LELO](#), and the world's baddest bitch, Amber Rose, announced a sexy match made in heaven with a \$10 million deal which will see a selection curated by Amber Rose hit the market - and just in time for Valentine's Day.

In an industry worth close to \$30 billion by 2030, this exclusive collaboration comes hot off the heels of the success of Amber's highly publicised and iconic annual Slutwalk event last year (America's most vibrant and vocal feminist protest movement), where when partnered with Amber, the [LELO SONA, the world's first sonic clitoral massager](#), became 2017's fastest selling sex toy, selling one every seven seconds [when launched](#).



"Last year's Slutwalk collaboration taught us that whilst we have the innovation, expertise and passion when it comes to our products and the industry, what we didn't necessarily have was a partner on board that truly has her ear to the ground and literally knows what women want in today's society when it comes to sex," says Zabrina Law, marketing manager of LELO.

"We are thrilled to have Amber on board and this partnership is based on collaboration, awareness and real insights from consumers. We can't think of anyone better to be working with than Amber Rose," adds Law.

In a world where almost a quarter of adults have admitted using a sex toy, the new voice and insights from Amber will allow the other 75% to come out of the sex closet and really embrace the normalcy of sex toys in everyday life. There is no shame in owning a pleasure product.

Of the hook-up, Amber Rose said; "Before I found LELO, sex toys weren't a big part of my life. But that's all changed - I waited a long time to find the perfect toys for me. I'm a real LELO convert. I'm passionate about empowering everyone to embrace their bodies and their pleasure, and so is LELO. So why not do it together?"

This sexy and dynamic partnership between LELO and Amber Rose comes in the run-up to Valentine's Day, the most intimate time of the year.

From the collaboration, LELO and Ms Rose fans can look forward to a limited edition Amber Rose product, as well as see the newest addition to the line of LELO HEX condoms (HEX Respect) to add to their LELO collections.

Amber has produced a series of gorgeous and sexy commercials for LELO, which will roll out in a number of places, including [LELO's instagram](#).

Law followed on: "We are over the moon to be working with Amber Rose. She is a great female role model who exudes authenticity and empowerment. With poised courage she says what society has long stigmatized: we all love sex and want to have more of it. LELO is known for designing innovation-fueled products strengthening bonds and connections with oneself and one's partner. One shall not be ashamed to own a sex toy."

Moving to organic new levels and working together to produce a hot selection of Amber's personally approved sex toys, LELO is now elevating the game once again, with the range exclusively available now at LELO.COM/AmberRose.

Ends

Notes to editors

For further media information, or for interviews please contact 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.