

LELO

Press Kit

# All eyes on us.



## Curiouser and curiouser.

We all have a secret we want to share. That's LELO.

LELO is the world's best kept secret, an oasis of colorful pleasure in a landscape of the ordinary. Since 2003, we've been bridling against convention and taboo, and as a result, we've launched dozens of perception-shattering designs that continue to shape the way the world views its personal pleasure.

We're a brand unlike any other: our designs have been given some of the biggest mainstream awards in the world, and we are the go-to marque for the press when it comes to questions of sex and sensuality.

So then, welcome to LELO. We've been expecting you.

## Stockholm is where the heart is.

LELO started with one massager, the original LILY. Designed in 2003 in LELO's spiritual home of Stockholm, Sweden, word-of-mouth quickly took the original designers, the original product, and the brand around the world. The demand for the elegant and efficient concepts revolutionized the way sex toy design is approached, proving that there was a collective desire for more beautiful intimate objects.

That desire has not changed, but the LELO's reach has. Now with offices from Shanghai to San Jose, and most cities in between, LELO's story is inseparably entwined with the changing sexual landscape.





## The trophy cabinet.

Sure, we've been around. Since 2003, after LELO's first products were released into the world, we've dragged the pleasure industry out of the murk, dusted it off, cleaned it up, made it beautiful, and introduced it to a whole new global audience. More than that, LELO designs have been guiding and influencing the sex toy industry for over a decade, because we blend pleasure with performance like no other brand. For that work, we've been rewarded. A lot.

<b>2017</b>	A'Design Awards: Golden Design Quality & Innovation
<b>2017</b>	PRWEEK Global Awards: Healthcare Category Winner
<b>2017</b>	iF Design Awards: Healthcare Category Winner
<b>2016</b>	Desir Sex Toys for Women Award: Grand Prize
<b>2016</b>	Trophee de la Communication Award: PR Campaigns
<b>2016</b>	23rd International Grand PRIX Relational Strategies award: PR & Social Media
<b>2016</b>	AVN Awards: Best Manufacturer
<b>2016</b>	StorErotica: Marketing Campaign of the Year
<b>2015</b>	ETO Awards: Luxury Brand of the Year
<b>2015</b>	3x XBIZ Awards, including Company of the Year
<b>2015</b>	SHE Awards: Best Luxury Brands
<b>2014</b>	A'Design Awards: Product Design Award
<b>2014</b>	Cannes Lions Festival: Product Design Lion
<b>2014</b>	8x Erotic Trade Only Awards, including Most Innovative Brand
<b>2014</b>	AVN 'O' Awards: Outstanding Product
<b>2014</b>	XBIZ Awards: Luxury Range of the Year
<b>2014</b>	EROS Shine Awards: Best Products
<b>2013</b>	Red Dot Design Awards: Excellence in Product Design
<b>2013</b>	8x XBIZ Awards, including Company of the Year
<b>2013</b>	AVN Awards: Best Line for Women
<b>2013</b>	EROS Shine Awards: Best Products
<b>2012</b>	AVN 'O' Awards: Outstanding Luxury Products
<b>2012</b>	2x Erotic Trade Only Awards: Best Couples' Product
<b>2012</b>	2x Red Dot Design Awards: both Excellence in Product Design



## Breaking barriers.

Here's a look at some of the times that defined LELO, and some of the moments LELO defined the times.

**2003**  
LELO is founded in Sweden, and releases its first pleasure object, LILY.

**110+**  
Major mainstream awards won, with more added month by month.

**58**  
Countries stocking LELO products, from Japan to Kuwait.

**17,000,000**  
Pleasure Products sold to date.

**500**  
LELO employees worldwide, in nine offices from San Jose to Shanghai.

**47,000**  
Stores that stock LELO.

**100,000**  
Annual respondents to LELO's global sex survey: [LELO.COM/SURVEY](http://LELO.COM/SURVEY)

**Summer 2016**  
HEX Condoms launched, to global discussion and media fanfare.