

Boundaries Between Pornography and Reality Grow as Fashion Industry is Sexualised

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(United Kingdom – 28th June 2012) With the arrival of Sarah Ruhl's play *In The Next Room*, aka *The Vibrator Play*, yet more conversation is sparked on the ubiquity of pornography and sex in modern day culture. Nowadays, sex is everywhere. Seeping into television, films and even the fashion industry, boundaries are being blurred and the gap between reality and pornography is getting smaller, but is it a danger to society?

Whether people like it or not, sex sells. The UK sex toys (<http://www.sextoys.co.uk/>) market is currently worth £250 million a year. The pornification of society has stepped up a notch and for some, it is an opportunity to speak openly about their sex lives and fantasies.

The hit novel *Fifty Shades of Grey* has been somewhat of a phenomenon around the world as women everywhere fight for their copy. The book has stayed at the top of the bestsellers lists across the USA and the UK as questions are raised to the modern day woman's desires and sexuality.

The novel, recent television documentary *More Sex Please, We're British* and now with the arrival of *In the Next Room* a new trend has arisen where women are open about their sexual endeavours.

There has been a blurring of boundaries in the fashion industry too as porn stars become the latest must-have accessory. Iconic fashion designers Marc Jacobs and Calvin Klein have both been spotted showing off their porn actor boyfriends and now fashion brands are joining the trend.

US clothing manufacturer and big name brand on the high street, American Apparel, regularly uses pornography actors in their advertising campaigns. American Apparel's provocative and somewhat pornographic ad campaigns have caused quite a raucous amongst societies across the world. Founder and CEO of the fashion brand, Dov Charney is no stranger to controversy, having been on the receiving end of many lawsuits.

A new genre of fashion magazines seems to have sprung from this blurring of boundaries. In recent months, there has been outrage from voices across the world who believe children as young as 13 are too young for the modelling world.

Marc Jacobs' *Oh Lola!* campaign saw Dakota Fanning posing with an oversized bottle of perfume between her legs. Prada's *Miu Miu* campaign was deemed irresponsible after 14 year old actress Hailee Steinfeld posed on an open railway. Both were banned for sexualising a child and suggesting teen suicide respectively and were added to the library of controversy in the fashion industry.

These days fashion campaigns are becoming more suggestive, models are getting younger and the female form is getting taller and thinner than ever before, but is this down to the pornography industry, the fashion industry or a mix of the two?

Over the last two years, sex toys sales have soared, turning a commodity into a billion pound industry.

There is a new willingness to discuss sex, sexual pleasures and endeavours and the accessories that go with it.

Shops and online stores like www.sextoys.co.uk/ are seeing spikes in their sales as a growing number of men and women are drawn to products that they would not usually be drawn to. For some, the blurring of boundaries and the gap between reality and pornography is a bad thing but for others, it is the start of something new, a freedom that has never been seen before in history.

Those interested in finding out more can click here (<http://www.sextoys.co.uk/men>) for more information.