

Christmas Sales Boom For Official Fifty Shades Range

Submitted by: New PR (Formerly AOB PR)

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CHRISTMAS SALES BOOM FOR OFFICIAL FIFTY SHADES RANGE – A THIRD OF OFFICIAL RANGE SELLS OUT IN LESS THAN 24 HOURS

The Fifty Shades of Grey sex boom continues after record sales of the official range of pleasure products developed with the best-seller's author E L James.

A third of the entire stock intended to last until Christmas sold out on the first day of trading after the collection became available for pre-order for the first time exclusively at Britain's biggest online sex toy retailer, www.lovehoney.co.uk

Extra stock is being shipped to meet the huge demand from couples keen to sex up their Christmas.

The first sales figures for the official range show which toys described in the books couples want to use at home.

By far the most popular is the Inner Goddess Silver Balls – selling nearly twice as fast than any other item.

Second most popular was the Insatiable Desire Mini Vibrator and the Yours and Mine Vibrating Love Ring came third.

E L James has worked with designers to make sure the stylish, high quality range perfectly recreates the items used by Ana Steele and her billionaire lover Christian Grey.

The sales show that many couples are keen to kink up their festive holiday by experimenting with soft bondage.

The best selling soft bondage item was the You. Are. Mine. Metal Handcuffs, followed by the Please, Sir Flogger and No Peeking Twin Blindfold Set.

By Christmas, more than 100 million people worldwide will have enjoyed the books.

Sales in Britain have been higher than in any other country in the world.

It was launched in France three weeks ago and quickly became the fastest selling book in the country's history.

With names inspired by passages from the books, this is the first time that fans have been able to buy the official sex toy and soft bondage merchandise.

"We have been overwhelmed by the response," said Lovehoney co-founder Neal Slateford.

“The figures show which pleasure products described in the books have really captured people’s imaginations.

“A year ago, silver balls were hardly known. Now millions of women want to try them in their bedrooms.

“Encouraged by the books, couples are buying the Official Fifty Shades of Grey sex toys and bondage items for Christmas presents in unprecedented numbers. It looks like a lot of British couples will spend Boxing Day handcuffed to the bed!”

E L James said: “This range is what I always imagined while I was writing Fifty Shades of Grey. I am so excited that the toys I described in the books have come to life and can now be enjoyed around the world.”

Prices start at £11.99 for the Tease Feather Tickler and go up to £54.99 for the Submit To Me Beginners Bondage Kit.

The top ten selling items are:

- 1: Inner Goddess Silver Pleasure Balls
- 2: You. Are. Mine Metal Handcuffs
- 3: Insatiable Desire Mini G-Spot Vibrator
- 4: Please, Sir Flogger
- 5: Yours and Mine Vibrating Love Ring
- 6: No Peeking Soft Twin Blindfold
- 7: We Aim to Please Vibrating Bullet
- 8: Charlie Tango Classic Vibrator
- 9: Tease Feather Tickler
- 10: Delicious Pleasure Silicone Pleasure Balls

Neal Slateford is available for interview.

Notes to editors:

Pre-orders can be made at <http://www.lovehoney.co.uk/fiftyshadesofgrey/>. Pre-orders will be despatched on 19th November.

Bath-based Lovehoney is Britain’s biggest online sex toy retailer, selling 36% of all toys bought online in the UK.

With 40,000 customers reviews, Lovehoney has the largest database of sex toy reviews in the world.

The Range

All products come in stylish packaging, complete with instruction manual.

Toys

Fifty Shades of Grey Inner Goddess Silver Pleasure Balls £24.99

<http://www.lovehoney.co.uk/product.cfm?p=26073>

Heavy metal kegel balls. Gift boxed, also comes with storage bag.

Fifty Shades of Grey Delicious Pleasure Silicone Pleasure Balls £21.99

<http://www.lovehoney.co.uk/product.cfm?p=26065>

Silver kegel balls within a silicone harness. Complete with storage bag.

Fifty Shades of Grey We Aim To Please Vibrating Bullet £11.99

<http://www.lovehoney.co.uk/product.cfm?p=26066>

Small, powerful silver bullet vibrator. Complete with storage bag.

Fifty Shades of Grey Insatiable Desire Mini G-Spot Vibrator £24.99

<http://www.lovehoney.co.uk/product.cfm?p=26067>

10 function silicone G-spot vibrator. Complete with storage bag.

Fifty Shades of Grey Charlie Tango Classic Vibrator £21.99

<http://www.lovehoney.co.uk/product.cfm?p=26068>

Classic multispeed vibrator. Complete with storage bag.

Fifty Shades of Grey Yours and Mine Vibrating Love Ring £12.99

<http://www.lovehoney.co.uk/product.cfm?p=26069>

Reusable vibrating silicone love ring. Complete with storage bag.

Fifty Shades of Grey Something Forbidden Butt Plug £14.99

<http://www.lovehoney.co.uk/product.cfm?p=26071>

Smooth, small silicone butt plug. Complete with storage bag.

Fifty Shades of Grey Pleasure Intensified Anal Beads £14.99

<http://www.lovehoney.co.uk/product.cfm?p=26072>

Gradually tapered, silicone anal beads. Complete with storage bag.

Fifty Shades of Grey Drive Me Crazy Glass Massage Wand £27.99

<http://www.lovehoney.co.uk/product.cfm?p=26074>

Textured, dual-ended glass dildo. Gift boxed, also comes with storage bag.

Bondage

Fifty Shades of Grey You. Are. Mine Metal Handcuffs £14.99

<http://www.lovehoney.co.uk/product.cfm?p=26075>

Classic silver metal handcuffs. Complete with storage bag.

Fifty Shades of Grey No Peeking Soft Twin Blindfold Set £11.99

<http://www.lovehoney.co.uk/product.cfm?p=26076>

Two soft airline-style blindfolds - one black, one silver. Complete with storage bag.

Fifty Shades of Grey All Mine Deluxe Blackout Blindfold £19.99

<http://www.lovehoney.co.uk/product.cfm?p=26077>

Soft, satin ribbon-style blindfold with bendable nose bridge for complete blackout. Complete with storage bag.

Fifty Shades of Grey Soft Limits Deluxe Wrist Tie £16.99

<http://www.lovehoney.co.uk/product.cfm?p=26078>

Soft, satin wrist restraint that ties in a beautiful bow. Complete with storage bag.

Fifty Shades of Grey Twitchy Palm Spanking Paddle £24.99

<http://www.lovehoney.co.uk/product.cfm?p=26079>

Dual-textured spanking paddle, with padded satin and faux leather. Complete with storage bag.

Fifty Shades of Grey Please, Sir Flogger £19.99

<http://www.lovehoney.co.uk/product.cfm?p=26080>

Delicate, multi-stranded flogger perfect for beginners. Complete with storage bag.

Fifty Shades of Grey Sweet Sting Riding Crop £24.99

<http://www.lovehoney.co.uk/product.cfm?p=26081>

Full-sized riding crop with broad tip and wrist loop.

Fifty Shades of Grey Tease Feather Tickler £11.99

<http://www.lovehoney.co.uk/product.cfm?p=26082>

Fluffy feather tickler, with mid-length handle.

Fifty Shades of Grey Submit to Me Beginners Bondage Kit £54.99

<http://www.lovehoney.co.uk/product.cfm?p=26083>

Four strong, satin ties. Satin and faux leather dual-sided spanking paddle. Blindfold. Gift boxed, also comes with storage bag.

Fifty Shades of Grey Hard Limits Bed Restraint Kit £49.99

<http://www.lovehoney.co.uk/product.cfm?p=26084>

Strong, under the bed restraints set with satin-lined cuffs. Satin blindfold. Gift boxed, also comes with storage bag.

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