

Bondage items top Ladies' Christmas lists for the first time ever thanks to the release of Fifty Shades trilogy.

Submitted by: [sextoys.co.uk](http://www.sextoys.co.uk)

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This Christmas will see 1000's of women's Wish Lists take a turn for the raunchier as the Fifty Shades (<http://www.sextoys.co.uk/modules/search.asp?lookfor=fifty+shades&x=0&y=0>) effect has taken hold of what women want under their tree. Online sextoys retailer [Sextoys.co.uk](http://www.sextoys.co.uk/) (<http://www.sextoys.co.uk/>) has not only tracked the rise in popularity and sales of bondage products following the release of the raunchy novel, but has also seen ladies wish lists leading up to Christmas being populated with kinky items where more innocent products once were.

Members of the online sex toy retailer are able to save the items they desire to a Wish List ready to come back to and purchase at a later date. They are then able to share their Wish List items with a friend or loved one via email or even share on public blogs, forums and journals, making saucy shopping fully interactive and inspiring others' purchases too.

This year has set a new trend with wish lists looking 100% more raunchy than ever before, containing the likes of whips, cuffs, restraints, ticklers and paddles topping the popularity poles. Comparing last year's top 5 wish list items to this year's (see below), there's a complete turnaround with couple's bondage (http://www.sextoys.co.uk/couples/cat_Bondage.asp) taking place over the solo vibes. These items are fast making their way into men's shopping baskets in time for some festive friskiness now that most ladies have finished reading all three books in the erotic, E L James trilogy.

Emma Podmore from [Sextoys.co.uk](http://www.sextoys.co.uk) has been following purchasing trends saying of the change of pace, "It's clear that following Fifty Shades everyone is feeling a little more explorative, especially as the mainstream media has openly featured related items from the book. A lot of women are now swapping stories with their friends and buying in to the trend in a bid to sass up their sex life."

Last year's top five [Sextoys.co.uk](http://www.sextoys.co.uk) Wish list items compared with 2012.

2011:

Rocks Off RO 80mm Ammunition for Love Bullet Vibrator

Loving Joy Jessica Rabbit Mk 2

Durex Play Massage 2 in 1 Lubricant (200ml)

Lady Finger Vibrator

Loving Joy Remote Control Wireless Egg

2012:

Bound to Tease Bondage Rope Black

Sex & Mischief Satin Blindfold

Bound to Tease Heart Leather Paddle

Ben Wa Balls on a String

Furry Love Cuffs

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