

THE LIBERATION OF SEX

A BRIEF HISTORY OF THE ADULT SHOP

1960's



The UK quickly follows suit and a handful open in London's SoHo



The world's first sex shop opens in West Germany, in 1962



Outlets are nearly all geared towards the straight, male market



At this time, adult related products are only available through physical shops



Sex shops are generally regarded as being 'seedy' establishments

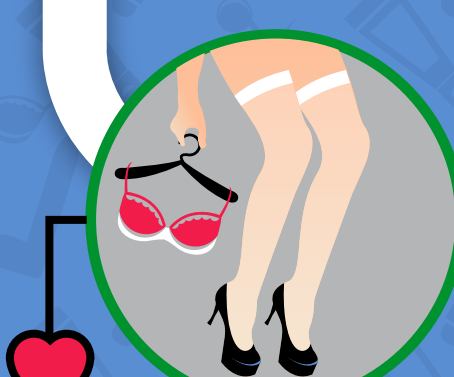
Ann Summers

Among these, is the first Ann Summers, opening in 1970

59

The number of shops, just in London, grows to 59

1970's



From 1971, the new owners transformed Ann Summers from a standard sex store into a lingerie boutique and a more accessible, high street brand, making it more appealing to a female audience



Revolutions like feminism and the gay rights movements help bring about sexual liberation for women and the LGBT community



Many shops recognise the change in the tide and begin to target a much broader audience than before



This allows now common ideas such as sex before marriage, indulging erotic fantasies and adult movies/publications to flourish



Society at large is more permissive than ever, following the freedoms won in the last decade

1980's

As a result, buying aphrodisiacs, sex toys and even fetish gear becomes more and more popular and therefore more "normal"



By the end of the 1980's, both Penthouse and Playboy gain acceptance as mainstream journals, showing how accustomed people have come to sex

1990's



Prime time TV shows, including Sex and the City, continue to normalise and even glamorise sex and sexuality in women



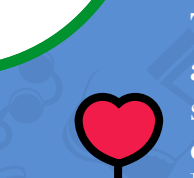
Shops such as this continue to challenge the once male orientated and seedy image of the adult store



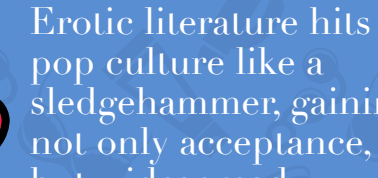
Sh! Women's Erotic Emporium, the first UK store to place sole focus on women, opens in 1992



The internet is born, and sex shops are fast to get online



Those previously shy about going into a shop can now visit it electronically and buy items in comfort and privacy



Erotic literature hits pop culture like a sledgehammer, gaining not only acceptance, but widespread popularity as well

To date Fifty Shades of Grey has sold more than 125 million copies, leading to a big budget adaptation that took over \$500 million at the box office

2000's till now!

As well as this, literally hundreds of thousands of people are inspired to be more adventurous in the bedroom

Men, women and couples from all walks of life suddenly feel more comfortable visiting sex shops

Today, many of the taboos surrounding stores have been torn down and they are now much more of a part of regular retail

These films and books, which would have once only been available at a seedy sex shop, are now proudly a part of the mainstream domain

Lovehoney® the sexual happiness people™

Online adult retailers, such as Lovehoney, now offer impressive collections of items. The website has more than

5,500 products

and this is set to grow!

In the last six months, Vitenza sold, on average,

42

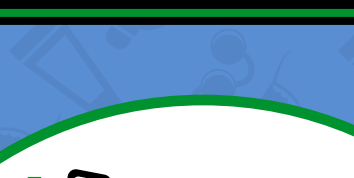
products every hour

The UK sex toy business is now worth almost

300 million a year

with half the nation owning an adult product.

What Does The Future Hold?



By 2020, global sales of adult products are expected to exceed

£40 billion,

that's as much as the smart phone market!



Stores and online sites will get new technologies, such as virtual reality and robotics. These toys of tomorrow could attract new customers and continue to grow the market

Infographic made by Vitenza.com | info@vitenza.com

Sources:
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