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MAGAZINE

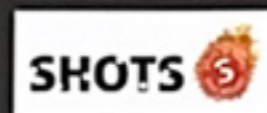


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# SHUNGA

## CONQUERS THE INTIMATE MASSAGER MARKET

>> For more than 20 years, the Canadian company SHUNGA Erotic Art has been producing intimate cosmetics and is one of the most successful brands in this category worldwide. Now the founders Sylvain Séguin and Manon Vallée have decided to get active in the intimate toy sector as well. The result is six brand-new massagers that match and complement the style and quality of SHUNGA's existing product range. This move marks a significant step in the company's history and opens up new horizons! In our interview with President Sylvain Séguin, we learned all about the creation process and the beautiful collection itself.

01 // *How did the idea come up to create a toy line after so many years of concentrating on intimate cosmetics?*

■ The idea came from our many clients that asked, "when are you going to create toys to complement your range of intense creams?". Over the years, this idea gradually made its way into our planning but we did not want to improvise as a manufacturer of sex toys without having first deepened our knowledge of this field. Although SHUNGA has been in the intimate products market for over 22 years, we were not truly familiar with this area of the market. As we pride ourselves on the quality of our products, we had to take the appropriate time to develop a range of intimate massagers that truly reflect our brand.

02 // *How long did the process take from the idea to the manufacturing?*

■ From idea to manufacturing, the process took well over five years to be completed. The first step was to ask women what they liked or disliked about the sex toys they used, and what

they would like to find in a sex toy. We were surprised by the answers we received and by the complexity of their requests: Ergonomics, size, length, vibrations, comfort, sensation, materials, design, etc. The second step was to begin searching for concepts for the designs. An MRI of the genitals of a couple in action was our first source of inspiration. To make a good design, you had to see and understand the position of a penis in a vagina. It might seem obvious ... But quite the contrary! The third step was to find an industrial designer capable of combining all the requests that we received from the women we interviewed, combined with sophisticated and elegant designs at the height of our SHUNGA brand. This step was terribly complicated. We first started with Asian designers, but the quality of the designs really did not meet our expectations. We then hired Canadian designers. The quality was there but they couldn't bring the designs I had in mind to life. I spent my time sitting by their side to guide them. So, in the end, I spent as much time as them on this stage. The fourth step was to let go of the designers and acquire 3D

Sylvain  
Séguin



SHUNGA's President and Co-Founder Sylvain Séguin proudly presents the company's first ever six new intimate massagers

industrial design software, learn how to use it in a few weeks and make the designs myself. It has been a long and tedious road full of pitfalls ... Three years of design, thousands of hours of work and hundreds of prototypes produced using 3D printers and a multitude of trial and error have given the results we see today. Not to mention all the tests made by our open-minded "professional testers" who were willing to test each of the prototypes, give us their comments

and the necessary modifications to be made. I have redone the designs hundreds of times. Some models have had over 400 iterations. I was aiming for nothing less than perfection. All the little details have been thought out and redesigned to satisfy ergonomics, comfort, grip, textures, power, vibration modes, dimensions, and neat design ...When I had goose bumps after completing a design it was my signal that mission was accomplished and that we could proudly affix the logo of the SHUNGA Erotic Art brand on this new range of stimulators.

03 // *Where do you manufacture the toys?*

■ As SHUNGA intimate moments products are manufactured at our head office in Montreal, we are used to having full control over the quality of our products. It was therefore difficult for us to find a manufacturer that we could trust to reflect the quality associated with the SHUNGA brand. To do this, we travelled to Asia several times, visited dozens of manufacturers, but as SHUNGA's quality standards are very high, none satisfied our needs. During our last trip to Asia, when we had almost lost hope, we finally found the right partner who controls the production from A to Z as we do in our factory. But this partnership was not without its challenges. The designs of our stimulators are very complex, and manufacturing has proven to be a real headache sometime. We had to be very creative and invent new ways of producing and assembling to achieve the desired results.

04 // *How many toys are included in the range and what are their differences?*

■ The range includes six intimate massagers: OBI, AIKO, SANYA, MIYO, SOYO, and ZOA.

*The two powerful motors of AIKO™ are wrapped in ultra-silky silicone and will stimulate the clitoris with intensity and softness*



*The thoughtful design of the OBI™ massager simultaneously covers the clitoris, the labia, and the perineum, and can also be used without hands*



“The reputation of our SHUNGA cosmetic range is established worldwide thanks to the highest quality products and ingredients. For us, in order to put our SHUNGA logo on a range of intimate massagers, there was no compromise to be made on the quality of the components.”

Sylvain Séguin

We chose to name them as such in homage to the women who practiced the art of Geisha in the 18th and 19th centuries. Each one has its own carefully crafted design for optimal use, comfort, and pleasure. Let me introduce them to you:

**OBI™** is the perfect massager for the woman looking for intense clitoral orgasms. Its thoughtful design simultaneously covering the clitoris, the labia, and the perineum, combined with its powerful vibrations allows for a wide range of sensations. It can be held comfortably between the legs without the use of hands or placed inside panties or a strap-on during romantic games with your partner. The possibilities this massager offers are endless!

**AIKO™** was designed for women looking for new clitoral sensations. Its two powerful motors wrapped in ultra-silky and flexible silicone will surprise any clitoris by coating it with intensity and softness. It is also perfect for nipple-play and produces wonderful sensations on the glans of the partner. Its ten vibration modes bring to life a multitude of sensations, while making the pleasure last.

**SANYA™** offers softness, comfort and flexibility. Its luxurious and ergonomic design combined with the power and finesse of its vibrations provides a range of sensations that leads straight to the peak of vaginal or clitoral pleasure. Its grip was designed to allow for effortless movements, making this massager ideal for all body types. This massager is for the women who desire the ultimate refinement.



**SOYO™** is our most powerful massager in the range. Its carefully studied design and its powerful vibrations open the doors of multi-sensory pleasures by simultaneously targeting the clitoris, labia, perineum, and G-spot. Its two motors have distinctive intensity and vibration adjustments, which allows for the perfect control. Welcome to the world of multiple orgasms! **MIYO™**'s distinctive feature is truly its flexibility. This massager was designed with two simultaneous motors thoughtfully placed to perfectly fit the clitoral region of every woman, while intensely stimulating the vaginal area and the G-spot. The ergonomics and flexibility of this massager are unparalleled. Its simple and comfortable grip allows women to focus on their enjoyment and achieve intense pleasure. **ZOA™** is our most versatile intimate massager. Its refined and unique design perfectly fits the vaginal curves, simultaneously covering the clitoris, labia, and perineum. Its pleasant grip allows for precise and effortless positioning on any preferred area, including full-body massage. Its powerful motor offers ten modes of wildly exciting vibrations for the experienced woman who loves power and finesse.

05 // *Please give us an insight into the material used.*

■ The reputation of our SHUNGA cosmetic range is established worldwide thanks to the highest quality products and ingredients. For us, in order to put our SHUNGA logo on a range of intimate massagers, there was no compromise to be made on the quality of the components. We have therefore chosen the best electronic components, silicone, motors, and batteries with the best lifespan, which we then tested and re-tested to ensure optimal quality.

*SOYO™ is the most powerful massager in the range as it simultaneously targets the clitoris, labia, perineum, and G-spot*



"The most important thing was to create a line of intimate massagers that would stand out in this market for its top-of-the-range and original designs. We wanted the toys to be associated with impeccable manufacturing quality in order to meet the desires of users in terms of comfort, efficiency and satisfaction."

Sylvain Séguin

*The luxurious and ergonomic design of the SANYA™ massager provides vaginal or clitoral pleasure thanks to the power and finesse of its vibrations*



06 // *What was most important to you when creating the toys?*

■ The most important thing was to create a line of intimate massagers that would stand out in

this market for its top-of-the-range and original designs. We wanted the toys to be associated with impeccable manufacturing quality in order to meet the desires of users in terms of comfort, efficiency and satisfaction. In the creation process, it was also important for us that the consumers would be able to identify the SHUNGA brand at first glance with our luxurious and artistic packaging that has made us famous worldwide.

07 // *When will the toys be available for customers and who can traders contact to place an order?*

■ We did a soft launch for the North American market at the July ANME show in Los Angeles. The response and reactions from buyers at the show have been excellent and the first sales have far exceeded our projections. The BIG launch for the European market will take place at eroFame in October. We look forward to introducing our new range to our loyal European clientele. Distribution will be made through our network of authorised distributors who already distribute our SHUNGA cosmetic products. Interested buyers can contact their usual distributors.



"As this is a new market for us, we will take the time to do it right. Already the US market is showing signs of growth and we are expecting a similar reaction in Europe."

Sylvain Séguin

08 // *How are you going to promote the collection – Is there any special P.O.S.-material available?*

■ Yes, for the in-store experience we have created a SHUNGA counter display, which is very eye-catching, luxurious, and compact. It contains our 6 models of intimate massagers; at a glance the consumer can see the whole range, touch it and try it. We also have counter cards, information guides and much more available to the brick-and-mortar stores. It is a great sales tool! And of course, we put the whole SHUNGA promotional machine behind this range of products including print media, social media, blogs, partnerships, trainings, etc ...

09 // *Are there any plans to expand the toys section in the future? If so, can you tell us more?*

■ As this is a new market for us, we will take the time to do it right. Already the US market is showing signs of growth and we are expecting a similar reaction in Europe. Our first concern will be to supply the demand. We obviously have future plans and lots of ideas, but it's too early to tell you.

*MIYO™ was designed with two simultaneous motors thoughtfully placed to perfectly fit the clitoral region, while intensely stimulating the vaginal area and the G-spot*



10 // *What makes this collection a must-have line?*

■ The amount of effort spent on making this line the most ergonomic and comfortable massagers possible really paid dividends. We really wanted to make sure that the products would satisfy all women out there. From a retailers' perspective, the packaging will immediately enhance the beauty of the stores. We are very



*The versatile ZOA™ allows for precise and effortless positioning on any preferred area, including full-body massage*

proud of our products and can't wait to share them with the world!

11 // *Is there anything else you would like to mention?*

■ We have worked very hard to develop this splendid range of intimate massagers. We are waiting for our loyal customers at eroFame and it is with the greatest pleasure that we will make you discover it!



CONTACT

SHUNGA

www.shunga.com

