

Australia, it's your chance to design the sex toy of the future

It's your turn to design the world's best sex toy

Lovehoney has launched 'Future Sex 2030', a global competition to find the sex toy of the future. Future Sex 2030 is Australians' chance to design a sex toy which we will be using in 10 years' time. \$5,000 prize in each of the three categories for students, designers and the public. A previous competition winner, Trevor Murphy, has earned over \$600,000 to date from his design the 'Squeel', the world's best-selling oral sex simulator. Lovehoney is calling on Australians to design the sex toy of the future by entering its competition Future Sex 2030. The global sex toy and online lingerie retailer is offering \$5,000 to each budding designer winner across three categories: students, designers and members of the public. For the first time, new categories have been created especially for designers and students in the hope of attracting the very best designs globally. A previous campaign saw Trevor Murphy create the Sqweel, a rotating wheel of tongues to boost sexual pleasure. Since launch it has been a smash hit all over the world and has even been demonstrated by Jay Leno on his hit American TV show. Trevor, who has also designed collectible card sets for big movies like Star Wars and TV shows like Doctor Who, said: "I've been squealing with delight ever since my sex toy went into production. I am so happy that I have brought so much sexual happiness to so many people. "I made so much money that I was able to emigrate and start a new career in television. Winning the competition completely changed my life." Due to the popularity of the Sqweel, Lovehoney has made four versions of the toy and Murphy cashed in on the royalties. This year's competition is now open and will be judged by a panel of experts, including Lovehoney's design team and Bryony Cole, the world's leading authority on sextech. Melbourne-born Bryony, the founder of the Future of Sex podcast, says she's looking forward to seeing what designs Australians come up with: "I'm thrilled to be a DAST judge for Lovehoney in Australia and will be personally interested in any design that explores how humans and technology come together. "Research shows that Australians are frequent users of sex toys. The DAST campaign is an excellent opportunity to put the power in their hands, to come up with something new and exciting," added Bryony. Lovehoney product director and judge, Bonny Hall, said: "If we get a design which brings something completely new to the market there is no reason why the designer cannot enjoy the same kind of pay day as previous winners. "You don't just need to be an engineer or a professional designer to enter - all you need is a great idea and a rough sketch so that our team can make your sex toy a reality." Other Lovehoney products which have gone into production after winning the competition include Uprize, the world's first bionic dildo, GLUVR finger vibrator and BlowYo, a male stroker. Australians can enter the competition now by visiting, www.lovehoney.com.au/design-a-sex-toy The closing date for entries is February 2020. ENDS

Contacts

Niamh Hamill
0282357600
mailto: