

Lingerie & Innerwear

Lingerie Meets Lifestyle

Booty Parlor's sexy lingerie is teaching naughty tricks to nice girls. In addition to lingerie, the lifestyle company Booty Parlor sells mischievous bedroom accessories and body treats such as kissable shimmer powder and massage oil. The husband-and-wife owners, Charlie and Dana Myers, launched the company in June and plan to open a store in the next year in addition to selling the products at in-home parties, through the online store and wholesale to retailers.

"We saw a need in the marketplace for a sexy lifestyle company for women that didn't involve any porn," said Dana. The bedroom toys and lingerie are packaged in powder-pink boxes fit for a contemporary boutique.

Booty Parlor's flirty lingerie is meant to bring out the wild side in a customer. "I wanted to create a line that felt like it was slightly costume-y. Like you were getting dressed up and it had a theme, but it wasn't like putting on a Catholic schoolgirl costume," said Dana.

Key styles include the nylon-spandex mesh "Naughty Ballerina" set with frilly lace trim around the hips and a silk-Lycra "Foxy Bombshell" set with silk ribbon that unties in the front and back for a teasing reveal. Retail price points are \$36-\$48 for panties and from \$44 for a bralette to \$89 for a baby-doll camisole. All of the styles are available in a black-and-pink color combination. For more information, call (310) 558-3111, or visit www.bootyparlor.com.

—Rhea Cortado



COSTUME DRAMA: Girls can feel dressed up in the bedroom wearing the mesh "Diamond Doll" lingerie set with velvet trim and rhinestone accents. Co-owner Dana Myers, who is inspired by sultry burlesque glamour, hopes to push the costume element further for the next collection.