

Booty Parlor Enters the Boudoir

By Kavita Daswani

LOS ANGELES — The new lingerie label Booty Parlor is more interested in flirty, frisky pieces than control tops, support bras and thigh slimmers.

"We wanted to create pieces that were playful and sexy," said Dana Myers, part of the husband-and-wife team behind the Los Angeles-based line.

The lingerie is part of a line that includes body cosmetics and bedroom accessories, and so far has proved successful enough to warrant expanding the collection. Sales of the lingerie currently make up 30 percent of brand sales. Initially launched through its e-commerce site, Dana Myers said the brand's first store, planned for Los Angeles, would be open within the next six to 12 months.

The collection, which currently consists of about a dozen styles, is manufactured domestically from high-grade silk and features accents such as double-faced silk ribbons and delicate lace. The initial collection is made almost entirely in black-and-pink combinations. With names such as Diamond Doll and Foxy Bombshell, the pieces are designed to peek through jeans or low-rider pants. Ruching provides a slight lift in panties.

"We wanted to create options for shoppers," said Myers. "It's for women who aspire to own something luxurious, but we've been able to price them affordably."

The line ranges in price from \$36 for a pair of panties to \$89 for a baby-doll top, and goes up to size 14.

Her husband, Charlie, said the business model for the brand for the time being limits sales to the Web site, the upcoming store and through at-home parties. Based on initial reaction, he anticipates sales of \$200,000 to \$300,000 by the end of 2005. Plans are also in the works to add a swimwear component to the collection.

Dana Myers worked in celebrity endorsement before she and her TV-producer husband teamed their resources to launch Booty Parlor.

"We believe that it's a new concept for America," Charlie Myers said. "We'd like to provide everything that the average woman needs to feel sexy."

A look from Booty Parlor.

