




Booty**Parlor**

Booty Parlor's sexy lingerie is teaching naughty tricks to nice girls. In addition to lingerie, the lifestyle company 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 2005 and sell 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. All of the styles are available in a black-and-pink color combination.—RC 

CONTACT 

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www.bootyparlor.com

WHOLESALE PRICE POINTS 

\$18-\$45

