

Coco de Mer Opens New South Kensington Erotic Boutique



Released on: September 29, 2008, 8:32 am

Press Release Author: Susie Babchick

Industry: [Consumer Services](#)



Press Release Summary: Coco de Mer has announced the opening of the newest addition to its chain of luxury erotic boutiques, located in South Kensington

Press Release Body: **Coco de Mer**, a leading retailer of erotic items, has opened a brand new erotic boutique in the South Kensington area of London.

The new boutique is located on Draycott Avenue, a street historically known for many incidences of illicit behaviour and, therefore, the perfect locale for **Coco de Mer's** newest London store. The new premises is the third shop opened by the company, joining stores in the Covent Garden area of London and another, located on the prestigious Melrose

Avenue in Los Angeles.

Coco de Mer has made a name for itself as one of the premier retail outlets in the sex industry, selling a wide variety of luxury erotic items including [lingerie](#), loungewear and erotic jewellery, including exclusive Betony Vernon erotic jewel tools. As well as the aforementioned luxury items the

new **Coco de Mer** store in South Kensington will also sell vintage dress up pieces and offer a corsetry.

Coco de Mer's new shop will also feature an erotic library with rare books by **Simon Finch** and an extensive range of [bondage](#) equipment and accessories. Separating itself from other erotic emporiums, the South Kensington shop will also offer an [apothecary](#), or "erotic pharmacy", to its customers, selling a range of lotions and accessories designed to heighten and prolong the sexual experience.

As well as an extensive variety of erotic merchandise, **Coco de Mer** will also be bringing its signature live-window performances and sensational salons to the South Kensington store, following on the success of similar installations in their London and Los Angeles boutiques.

About Coco de Mer:

Coco de Mer is a luxury erotic boutique, set up by Sam Roddick, daughter of Body Shop founder Anita Roddick. Coco de Mer has an international presence with two stores in London and another in Los Angeles

coco-de-mer.com is a luxury erotic website showcasing Coco de Mer's full range of luxury erotica, including Apothecary, Bondage, Designer Lingerie, Erotic Art, Rare Books, [Designer Sex Toys](#) and much more. The site also hosts the interactive Coco Club.



Coco de Mer has a very strong and clear set of ethics, ensuring all the products are made with the consideration of environmental and human rights. The company invests in the talents of local artisans. When skills are sought abroad, Coco de Mer works with small Fair Trade projects or cottage industries.

Ultimately, Coco de Mer hopes that their products bring customers joy, inspiration and a recharge of sexual energy that translates in the infinite enjoyment of one of life's great gifts.

Web Site: <http://www.coco-de-mer.com>

Contact Details: PR Contact:

Susie Babchick
Coco de Mer
108 Draycott Avenue
South Kensington
SW3 3AE
020 7 836 8882