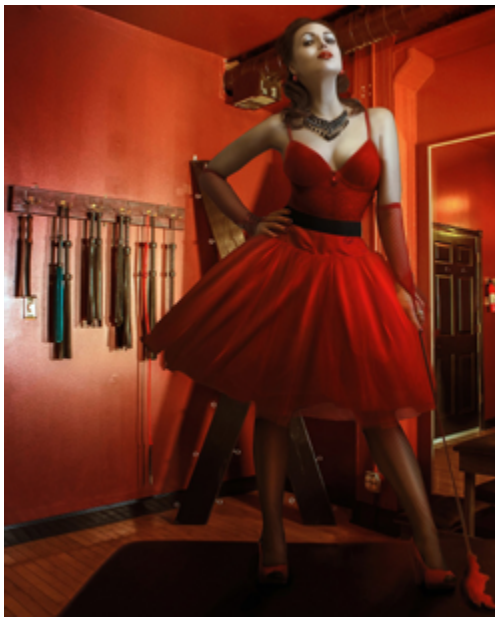


KICK START YOUR KINK

How to Introduce Fetish to Your Customers

The meaning of fetish truly runs the spectrum for what turns someone on. Merriam-Webster defines fetish as an object or bodily part whose real or fantasied presence is psychologically necessary for sexual gratification and that is an object of fixation to the extent that it may interfere with complete sexual expression. As the definition suggests, a fetish can run anywhere from A – Z and almost anything can be “fetishized.”



Everyone is different in his or her sexual desire and there is nothing wrong with testing the waters in the wide world of fetish to experiment with what really gets one hot and bothered. There is a whole domain out there to be explored, and we encourage you to help your customers get their kink on!

The stats say that nearly 75 percent of people openly admit to having some type of unique sexual fantasy. Listing every single fetish out there would be quite the undertaking, but there are some fetishes that are more common than others. Some of the more recognizable ones include foot worship, spanking, voyeurism, exhibitionism, role-playing, swinging, water sports (think “golden shower”) and the more commonly known BDSM. The acronym BDSM is a catch all for a combination of the abbreviations B/D (Bondage and Discipline), D/s (Dominance and submission) and S/M (Sadism and Masochism).

Remember that sex is not always a part of fetishism. Fetishes can be enjoyed solo, with a partner or even with multiple partners. There are several online networking sites that cater to helping people find other people that are into the same fetishes. Websites like fetlife.com, fester.com or kinklovers.com can help. There are so many out there, we don't have space to list them all. It is just important to reassure your customers that there are accessible resources for them as they are discovering what turns them on.

The first step in talking to your customers who are investigating their more kinky side is to be friendly and open when they show interest in a particular fetish. Let them know



RGFP1105
Rouge Folded
Paddle

that it is absolutely okay for them to discuss openly with you what it is they may want to try with their partner. If they are feeling nervous, remind them that we all have different quirks and tastes when it comes to sexual appetite and personal desire and that whatever it is that they are into, it really is okay and normal. If they have a particular fetish, it is pretty safe to assume that there are others out there that share the same desire.

Safe Word

When discussing with a customer how to introduce kink into their relationship, remind them that communication is key. They should not be afraid to open up about what they would like to explore. This can make them feel vulnerable to judgment or rejection. However, no one is a mind reader, so it's important for them to talk with their partner. Advise them to take baby steps and do

their research on the kinks they'd like to initiate. And be sure they don't forget to implement a safe word! The most common mistake is that they dive into the deep end before they are knowledgeable and ready.

Also, instruct them not to be afraid of being imperfect. When someone is inexperienced it is so easy to have the fear of "doing it wrong" or feeling "silly." Being imperfect is totally okay because no one is perfect! If they are aiming for perfection it can leave them feeling anxious and tense. There is no way to be kinky when you are feeling that way. While there are expectations, not everyone will be at the same level in the beginning.

Lastly, put together a fetish section in your store. You can include items for impact play, bondage, fantasy role playing or even electro play. Include beginner items like ticklers, paddles, blindfolds, bondage rope and bed restraints. You can go even more advanced with your display by including ball gags, cock cages and urethral play.



RD10576-BK-OS
Fetish Semi Sheer Stretch
Mesh Chemise w/Attached
Hood, Adjustable Buckle

CB6000SChrome
2 1/2" Cock Cage
& Lock Set



SHTOU150BLK
Shots Ouch Curvy
Eye Mask



RGRLS1063A
Rouge Leather Leg
Spreader Bar

Support your customers in taking that chance to discover the wonderful world of fetish by setting up in-store workshops for those interested in learning more about fetishes and BDSM. Hold a BDSM beginners workshop in store to give your customers the rundown on how to explore BDSM safely and pleurably. Or have a periodic fetish class that explores different fetishes and brings experts in to speak to customers about them. Engage with your customers and help them "kink" up a storm.