

THE MOST ROMANTIC PLACE TO THREE

- *Sexual wellness brand opens the first restaurant designed for throuples this Valentine's Day* -

- **Valentine's Day is the one day a year you can bank on seeing nothing but tables of two flooding every restaurant across the country – at least until now.**
- **Sexual wellness brand LELO is launching a unique polyamorous restaurant to break down the taboo surrounding three-person relationships and other non-monogamous love.**
- **Guests can enjoy a free three-course dinner and drinks in the heart of London this February 14th.**
- **Named 'THROUPLE', reservations can be made at www.lelothrouple.co.uk.**
- **The one-of-kind restaurant experience follows research from the brand that reveals over a quarter (28%) of Brits would consider entering a polyamorous relationship¹.**

It's fair to say that Valentine's Day has always been geared towards couples. Year after year restaurants on February 14th are packed with tables of twosomes. But times have changed and the idea that the most romantic day of the year should be limited to duos is dated.

So this year sexual wellness brand LELO UK is breaking with convention by opening the world's first restaurant designed for **throuples**. That is, people in loving three-way relationships.

Aptly named 'THROUPLE' this first-of-its-kind polyamorous eatery will celebrate polyamory and break down the taboos surrounding non-monogamous love. All diners at THROUPLE will be treated to a free romantic three-course meal and drinks. And while designed for throuples, this unique restaurant welcomes all polyamorous people – whether they're in a four-way or even five-way relationship.

To make a reservation, visit www.lelothrouple.co.uk. Please note that bookings are on a first come first serve basis.

LELO is encouraging people to embrace the freedom of being able to choose a relationship style that works for them and not feel restricted by the social norm of monogamy. The brand is opening THROUPLE to create a safe space for people in polyamorous relationships, so they can enjoy a romantic night out with their significant others without having to worry about people questioning the additional seat or seats.

In recent years polyamory has entered the mainstream with throuples appearing on reality TV and hit streaming shows like *Elite* and *The Politician*. And, of course, there are people who may not be in an established throuple or poly relationship but may have enjoyed a tryst with an additional partner.

In fact, LELO's research indicates people are becoming increasingly open to the idea of relationships with more than one other person. The brand's sex census reveals that over a quarter (28%) of Brits would consider entering a polyamorous relationship. While 38% of 18-24-year-olds believed the idea of a polyamorous relationship would tick all their intimacy needs. Despite the appetite for poly relationships, just 0.5% of people defined their relationship status as non-monogamous, perhaps due to the taboo surrounding it.

Sex and relationship expert for LELO UK Kate Moyle comments: "Narratives, conversations, information and education are changing away from a 'one-size fits all' model of sex and relationships to a more inclusive and curious one. We are seeing this reflected in the statistics showing that people are being more explorative and open to trying ethical non-monogamy relationship models. The sexual wellness movement is encouraging people to find what's right for them, which may lie outside of the relationship model that they previously felt that they had to subscribe to. As we read, learn, listen, talk and educate more and integrate and normalise ideas about sex and relationships taking different shapes into our lives, then we gradually move towards a place of greater acceptance."

Luka Matutinovic LELO's CMO comments: "Valentine's Day is without a doubt the most romantic night of the year, and here at LELO we believe that pleasure should be celebrated by everyone – regardless of sexual preference or identity. We are excited to open the first restaurant designed for polyamorous love so those seeking a romantic night out can do so with in the comfort of a place full of like-minded people."

ENDS

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¹LELO UK's Sex Census 2020: Survey of 4,000 UK respondents aged 18-65+, conducted 16th-21st October 2020

About LELO:

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We are offering

the experience of ecstasy without shame, the pleasure of discovering all the wonders of our body, thus facilitating our customers with confidence, that leads to a fulfilled intimate life. LELo AB is the Swedish company behind LELo, where offices extend from Stockholm to San Jose, from Sydney to Shanghai. LELo has also recently won the 2020 Product Design Award at iF Design Awards for its Soraya 2.