



Lovehoney acquires Swiss online lifestyle retailer Amorana

Bath, Glattbrugg, London, September 21th 2020 – Lovehoney has completed its acquisition of a majority stake in Amorana, the leading Swiss online retailer of sexual happiness products. The transaction was completed on September 17th 2020; financial details have not been disclosed.

Founded in 2014 by Lukas Speiser and Alan Frei, Amorana's mission is to help everybody enjoy a great sex life. The store features a curated selection of high-quality love toys and lingerie, combined with exciting and educational information designed to spark inspiration and discovery. With a local Swiss warehouse and support operation, Amorana offers quick delivery, outstanding customer service and expert advice.

Headquartered in Bath, UK, Lovehoney is a global direct-to-consumer brand and e-commerce business. It is focused on serving couples looking for a fun and fulfilling sex life. Lovehoney has achieved strong growth internationally and holds leading market positions on three continents, and is the only truly global brand and online retailer in the industry.

Richard Longhurst and Neal Slateford founded Lovehoney in 2002 and remain significant shareholders. Since 2018 Lovehoney has been majority-owned by Telemos Capital, a private investment firm based in London, UK with investments across Europe in Consumer, Business and Healthcare services companies.

With the backing of Lovehoney, Amorana will further cement its position as the number one player in Switzerland. Amorana also sees opportunities for expansion into other European countries where it can use its expertise to grow the market for sexual wellness.

The partnership with Lovehoney illustrates the achievements of the Amorana and Lovehoney management teams, which have consistently challenged the market while delivering innovative, high-quality products and exceptional top-line growth.

Following the investment, Amorana founders Lukas Speiser and Alan Frei will remain in their roles as CEO and CMO respectively and will continue as shareholders of Amorana.

Lukas Speiser, Co-founder of Amorana, expressed his delight at completing the transaction: *"At Amorana, we always focus on the needs of our customers and work tirelessly to provide them with the perfect shopping experience. In just six years, Amorana has grown from a small start-up to the leading Swiss online supplier of lifestyle and sexual wellness products. We're excited to be partnering with Lovehoney as we continue to grow and innovate the online retail space in Switzerland and abroad."*

Alan Frei, Co-founder of Amorana, added: *"We started in 2014 with the vision to change the market for sexual wellness products in Switzerland. Looking back, we prepared the ground for a whole industry, bringing it out of secrecy and into the bedrooms of the Swiss customers. It has been a phenomenal journey for Lukas and myself and we're beyond excited about our future plans for Amorana as part of the Lovehoney Group."*

Neal Slateford, Co-Founder of Lovehoney said: *"We are delighted to add Amorana to the Lovehoney Group. Lukas and Alan have done a great job growing Amorana to the strong position it is in today and we are confident that Lovehoney can help on the next leg of this exciting journey."*

Philippe Jacobs, Chairman of Telemos Capital added: *"Amorana and its founders share our ambitious vision for growth and global category leadership. We have seen tremendous growth at Lovehoney since our investment a couple of years ago and are proud to add Switzerland's leading player to our expanded Lovehoney Group."*

About Amorana

[Amorana](#) was founded by two young entrepreneurs from Zurich, Lukas Speiser and Alan Frei, with the aim of helping to ensure that everyone can lead a completely fulfilled life. The store went online in mid-April 2014 and offers its customers a selection of high-quality love toys and lingerie. In addition, exciting and educational information is continuously provided through the various communication channels. Visitors should be inspired and discover new worlds in order to realize their full potential. As a Swiss online store with Swiss warehouse, Amorana offers the shortest delivery time in the industry and with a local customer service the best possible service and competent advice. The company, based in Glattbrugg, currently employs around 34 people.

About Lovehoney

Founded in 2002, Lovehoney is a multi-award winning manufacturer and distributor of pleasure products. Its focus on exceptional customer service, product innovation, and creative marketing has placed Lovehoney at the forefront of developments in the sexual wellbeing market. In 2016, Lovehoney won the Queen's Award for Enterprise - International Trade, the highest accolade in British business. Please visit <https://www.lovehoney.com/> for more information.

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