

## Press Release

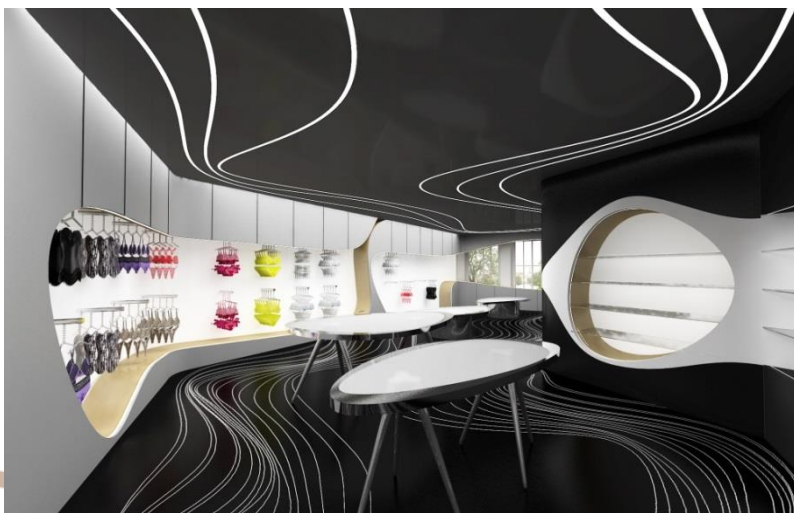
**New retail store opening in January 2015 in Munich's "Viktualienmarkt"**

### **Shopping for all the senses**

**The new FUN FACTORY luxury boutique for love toys, lingerie, body care and seductive accessories will open its doors in January right on Munich's "Viktualienmarkt". Lifestyle, passion and fun come together in this futuristic design with organic shapes and elements by Karim Rashid, design icon from New York. At what will be the third store from the Bremen toymaker, FUN FACTORY will present all of their latest products and bestsellers straight from its headquarters on the Weser River to the sophisticated ambiance of the new store on Reichenbachstrasse 1.**

**Bremen, December 2014 – Intimacy and sexuality are among our most natural basic needs. Far from all the usual clichés, the FUN FACTORY STORE in Munich satisfies primal desire with over 180 sq meters of open floor. Celebrating pure joy of life and sexual passion with sophistication. The FUN FACTORY STORE in Munich wins over the Bavarian capital with finish and class.**

"After our successful store openings in Berlin and Bremen, we are pleased to announce that Munich's shopping area will receive a new boost of stylish toys in fresh colors," enthuses Dirk Bauer, Managing Director of FUN FACTORY about the store opening in the metropolis on the Isar river. "For 18 years now, the brand FUN FACTORY has stood for aesthetically pleasing design, unique functionality, reliable technology and for manufacturing all its toys on its premises in Bremen. These arks of quality will also win over the Munich crowds."





After a complete renovation and complicated re-structuring, the 180m<sup>2</sup> of sales floor in the Munich FUN FACTORY STORE glitters over two levels and in a fresh design. On the ground floor the light-infused shop displays lingerie, sensual accessories and body care, as well as seductive literature. In the second floor, you may peruse love toys, more lingerie and exotic clubwear, all with assistance from thoughtful and friendly staff.

All media professionals are warmly invited to the GRAND OPENING on January 15, 2015. At 18:00 you can enter the world of the FUN FACTORY STORE Munich.

Interested? Then we look forward to receiving your accreditation by January 7, 2015 at [presse@FUNFACTORY.com](mailto:presse@FUNFACTORY.com).

Images can be downloaded from:

[download.funfactory.com/14\\_12/FUN\\_FACTORY\\_Muenchen\\_Entwurfszeichnungen.zip](http://download.funfactory.com/14_12/FUN_FACTORY_Muenchen_Entwurfszeichnungen.zip)

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#### **About FUN FACTORY:**

FUN FACTORY, one of Europe's largest manufacturers of aesthetic and stylish love toys, has its headquarters in Bremen, Germany. From the first sketch, to the design and the technical implementation right up to completion of the toy – the trends and latest hits in the industry are and remain “Made in Germany” and come directly from this Hanseatic city. It was here that FUN FACTORY was founded in 1996 by Dirk Bauer and Michael Pahl. In 2003, the first subsidiary of FUN FACTORY opened in the USA and in 2013 a branch in Spain. Today the company has over 120 employees and makes customers from all over the world happy with its products.

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