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# AAE Magazine



11月 November 2017

Cover Story  
封面故事

AAE Post Show Report  
展后回顾

Boardroom Connection  
会客室  
XiSe幸色 Jinsan中山金三

## Japanese Erotic Art Crash on Modern Sexuality: SHUNGA Intimate Brand

### 日本情色艺术撞击现代性事：SHUNGA情趣品牌

When we are talking about massage oil, it is not a must-used item in every sexual experience. However, the desire to intensify intimate experience and heighten sensuality never goes old. Oil, focusing on intimacy, relaxation, and a gradual build-up in sexual tension, can be a great foreplay tool. Shunga totally get this, which concentrate to enhance the intimacy for couples wishing to add variety and sensuality to their love making since 2000, the popular Shunga Erotic Art brand were created.

按摩油并不是一个必须使用在每次性爱经验的用品。然而，加强亲密体验和增加感性的欲望永远不会变老。油性系列产品用于亲密关系，放松和逐渐积累性爱的紧张感，可以说是一个重要的前戏工具。Shunga完全明白这一点，以加强情侣亲密度和增加性爱的体验和感受为目标，著名的Shunga情色艺术品牌产品于2000年正式创立。



Shunga's President & Founder Sylvain Séguin (Right) and Mr. Manon Vallée (Left)  
Shunga主席及创办人Sylvain Séguin (右) 和 Manon Vallée (左)

## From cosmetics to intimate ranges

### 从化妆品牌到情趣市场

The iconic Japanese art design brand does not start from zero. Built up from deep understanding of beauty care, EauZone was first created in 1988 as the parent company of Shunga. President Sylvain Séguin and Manon Vallée founded Eau Zone, the first cosmetic concept, created special bath oils that also contained flowers & natural plant extracts, packaged in a specially shaped and designed glass bottle. As soon as it was launched, it dominated the market and obtained a phenomenal worldwide success. In only a few short months, they reached multimillion dollar sales and our products were sold in more than 30 countries worldwide. Many innovative product concepts have been developed since and all have reached their own success. Shunga Erotic Art, the latest concept, was launched in year 2000 and has since become a leader of its own, becoming the reference worldwide as the best intimate moment products, reflecting also its high end line.

这个有着标志性的日本艺术设计品牌并不是从零开始，而是从美容护理的深刻理解中诞生。母公司EauZone 成立于1988年，是创办人Sylvain Séguin和Manon Vallée 成立了第一个化妆品品牌，研制出特殊的沐浴油，包含花卉和天然植物提取物，使用特殊形状和设计的玻璃瓶包装。产品刚推出主市场，便取得了用户的喜爱，短短几个月内，便达到了数百万美元的销售额，畅销往全球30多个国家。及后更发展出其他新产品。当时最新概念品牌Shunga情色艺术，在2000年推出，现已成为独立品牌，全球最佳亲密时刻产品的参考，也确立了品牌的高端定位。

## Uniqueness leading to success

### 独特性致成功

"The artwork is important in our branding and is the differentiating factor of the brand and brings exoticism and fantasy to the Shunga products," said Jean-Pierre Hamelin, Marketing Director and Manon Vallée, V-President and co-founder of EauZone Oils and Fragrances Ltd. Standing among hundreds of intimate stimulating products, the unique style of Japanese Erotic Art given great credits to the brand concept. The Japanese word Shunga means picture of spring; "spring" is a common euphemism for sex. Inspired by Japanese erotic works of art from the 16th to the 18th century and created with the idea that making love is an art, SHUNGA Erotic Art products were, and still are today, designed for couples wishing to add variety and sensuality to their sexuality, heighten sensations and make every pleasuring act a seventh heaven. The brand started in Canada and then sold in Europe after our first participation to the Venus show in Berlin. Then the brand expanded to the U.S market.



Shunga Provides Wide Range of Product from Massage Oil to Lubricants and more  
Shunga 提供的产品种类很多，并不只限于按摩油

## Strict to quality

### 严守质量

17 successful years have passed and SHUNGA Erotic Art rapidly became a leader in the adult-products industry, growing into a benchmark for the competitors. The company's strive for excellence through innovation and quality brought the brand to recognition, receiving many awards in the last years. Wondering what difficulties might face and secret of success, Hamelin replied "It's difficult simply because we are very demanding on creation. If it's not good enough then it's not coming out. We taste, test, smell, change, re-design, compare many, many times."

17成功的岁月过去，SHUNGA情色艺术迅速成为成人产品行业的领导者，成为竞争对手的标杆。公司对创新和质量的追求，使品牌得到了认可，在过去的几年中也获得了许多奖项。Hamelin回答：「很困难，因为我们对新产品的要求很高，如果它不够好，那么就不会推出来了。我们会品尝、测试、嗅觉、改良、重新设计、比较很多，很多次。」

Eau Zone's pledge of quality comes from the priceless know-how that has been developed in the cosmetic products field over the years, controlling every step of the production process. From research and development, to formulation and manufacturing, processing and quality control, design and packaging, not to mention merchandising, marketing, sales, shipping and exporting, all made from their Montreal (Canada) factory.

产品的质量保证来自于多年来在化妆品领域开发的经验，控制生产过程的每一步。从研究和开发，到配方和制造，加工和质量控制，设计和包装，更不用说商品销售、市场营销、出售、航运和出口，都是由他们的蒙特利尔（加拿大）工厂主导。



Covered with Shunga artwork and sleek lines reminiscent of Japanese design, the packaging is a treat for the eye. Shunga的日式风格以及其优雅线条，令包装的人赏心悦目。



Shunga erotic artwork on the cover is a signature of Shunga Product. Shunga的日式“情色”设计是其另一项主要特色。

## Position on China and oversea adult market

### 在中国及海外成人市场的定位

In recent years, many brands have seen China and SE Asia a great potential market business. Shunga also one of those expanding networks through Asia distributors. "We chose Leben-Spass for China and are still looking at other partners for other SE countries." Hamelin explained. "Distributors are our partners and are our extension in their territory. They are our eyes and ears. Our partners know what sells and what doesn't sell in their own market."

近年来，许多品牌都看中中国和东南亚市场的潜在商机，Shunga也是通过亚洲分销商拓展网络的公司之一。「我们选择了Leben-Spass为中国分销商，并仍在为其他东南亚国家寻找合适的合作伙伴。」Hamelin解释：「分销商是我们的合作伙伴，是我们在市场上的延伸。他们是我们的耳目，我们的合作伙伴知道什么产品适合当地市场，什么不适合。」



Product Developer using new formula. 产品研发人员在实验室的工作。

## Suggestions to first-time user and couple

### 给首次和情侣用家的建议

Lotus Noir is an external gel designed to intensify both female and male orgasms. It acts as a stimulant and enhances sensations to experience intense pleasures together. It has its own beautiful box with a beautiful Shunga drawing on it. The most effective couple intensifier is Dragon Cream. For starters, the best way is to start with Dragon Sensitive who has a milder effect. Lotus Noir and Dragon cream are both for couples but Lotus Noir has 100% certified organic ingredients. Dragon offers a hot and cold effect, but with Lotus Noir you will feel the coolness only.

Lotus Noir是一种外用凝胶，用于加强女性和男性的高潮感受，有兴奋剂和增强感觉的作用，令情侣一起体验强烈的快感，有专属Shunga美丽的图画在包装盒子上。另外，Dragon Cream是最有效的情侣增强软膏。两款产品都是适合情侣使用，Lotus Noir更有100%有机成分认证。对于初学者来说，最好先尝试使用Dragon Cream，效果较温和。Dragon Cream可产生一个热和冷的效果，Lotus Noir则只会感到清凉。



Mr. Jean-Pierre Hamelin, Marketing Director and Manon Vallée, V-President and Co-founder of EauZone Oils and Fragrances Ltd. 市场总监及EauZone联合创始人Jean-Pierre Hamelin 先生

## Spoiler to fans 给粉丝的剧透

In 2017, Shunga Erotic Art is changing its complete line of Aphrodisiac Warming Oils. "Sylvain is the creator of the new design and it's so Shunga! Shunga is Asian, simplified, sophisticate, colourful, ingenious and romantic" said Manon Vallée, Vice-President and co-founder of Eau Zone Oils and Fragrances, talking about Sylvain Séguin the President. Shunga Erotic Art's warming aphrodisiac oils are your guide to discovering your erogenous zones and intensifying your senses.

2017年，Shunga情色艺术改良其催情暖油系列产品。「Sylvain是新设计的创造者，它是如此Shunga!代表亚洲、简约、尖端、富色彩、巧妙和浪漫」副总裁及联合创始人Manon Vallée谈论及主席Séguin道。Shunga情色艺术的春催情暖油是启发的性感带和加强感官的指南。

"We introduced 4 new exquisite flavors: Midnight sorbet, Caramel Kisses, Coconut Thrills and Creamy Love Latte." Hamelin explained. Continuing: "Firstly, Midnight Sorbet has a sweet taste of mixed fruit flavors. Second flavor is Caramel Kisses, a buttery toffee type of caramel. Coconut Thrills is the very best flavor of coconut we could find in the world and last but not least Creamy Love Latte is a sweet taste of creamy coffee. A taste you will find in the richest, smooth South American coffee."

「我们推出了4种新的精致口味：午夜冰糕、焦糖之吻、椰子刺激和奶油拿铁。」Hamelin解释道，接着说：「首先，午夜冰糕有混合水果甜味的口味；第二种口味是焦糖之物，是奶油奶糖类型的焦糖口味；椰子刺激是世界上最美妙的椰子口味；最后的奶油拿铁是甜味奶油咖啡的口味，你会感受到最丰富、柔顺的南美咖啡味道。」



### HOW TO USE

Start by gently rubbing a small amount of warming liquid on your lover's sensitive areas. Then, start the heating process by blowing on the area with a sensual hot breath making your partner quiver with desire. Shivering guaranteed! Discover all your erogenous zones and new ones like: the earlobe, the back of the neck, in between the thighs, upper buttocks, toes and more, activating them one by one. With the warming oil you can let your imagination run wild and make your partner shiver with heat.

首先，轻轻地，在伴侣的敏感区域轻揉少量暖油，再把热的气息吹在这些区域上，使其加热，使你的伴侣颤栗而加强欲望。保证颤抖效果！发现全新的敏感部位如：耳垂、颈部、大腿、上臀、脚趾等，燃起每个部位。随着渐变暖的油，你可以释放你的想象和以热力使伴侣颤抖。



4 new exquisite flavors of Aphrodisiac Warming Oils  
4款催情暖油系列的精致口味