



# **Design x Sexual Wellness**

## **breaking taboos & building brands**

**Melanie Bos**  
**Head of Design - EQOM Group**  
**Design Matters 2025**

*I don't design sex toys,*  
**I DESIGN GROUND  
BREAKING BRANDS!**

*Why I said yes to*  
**sexual wellness**



# OUTDATED BRANDS & PACKAGING



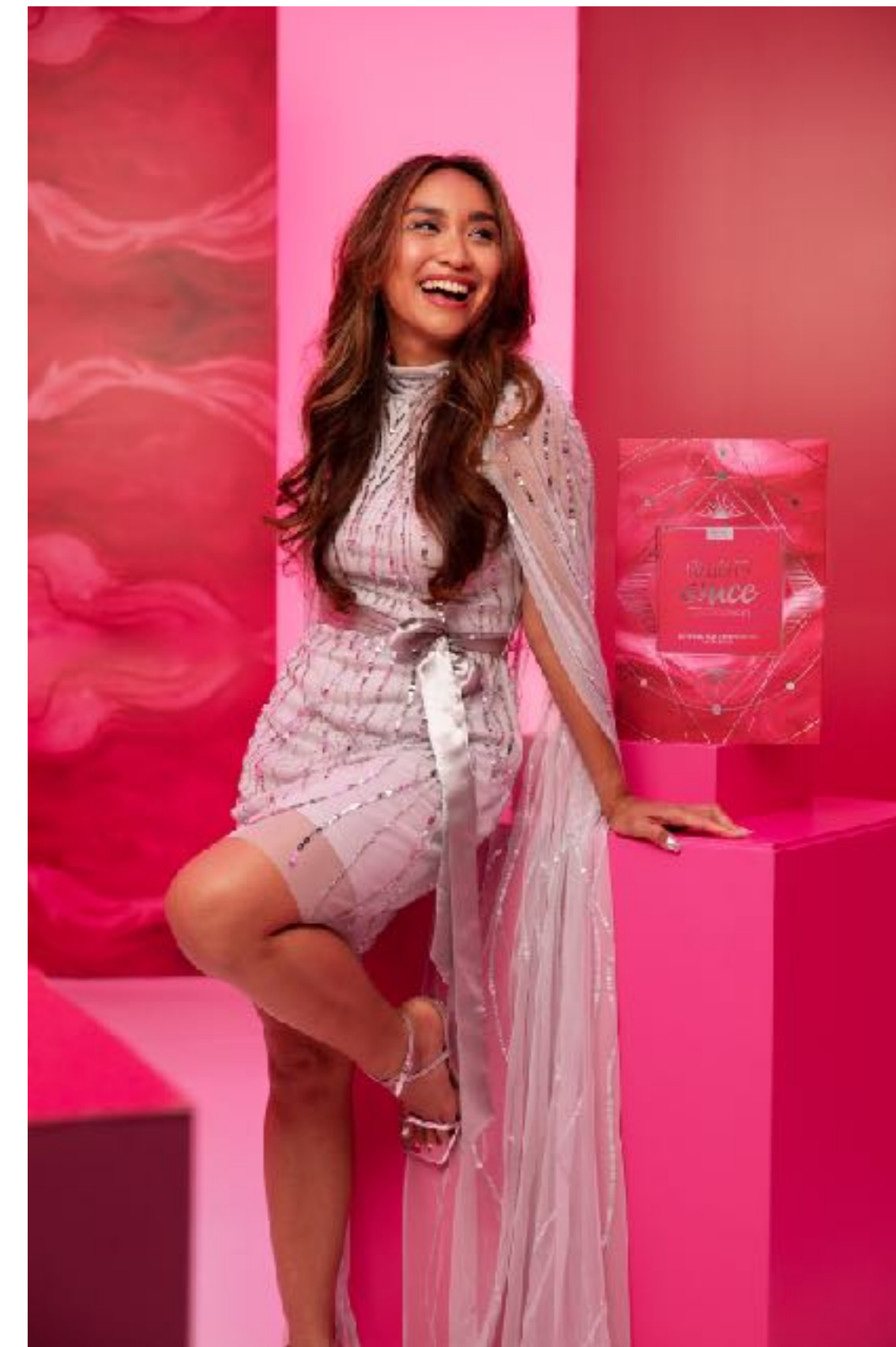


# PRODUCT HOUSEBRANDS





# ADVENT CALENDAR





**Let's get**

# ***WHY SEXUAL WELLNESS NEEDS DESIGN***





# ***WHY SEXUAL WELLNESS NEEDS DESIGN***

Sexual wellness is still surrounded by stigma and discomfort.  
As a designer in this space, I see three things:

1. These products still carry cultural shame & taboos
2. It takes bold creativity to shift perception
3. These products are consumer goods





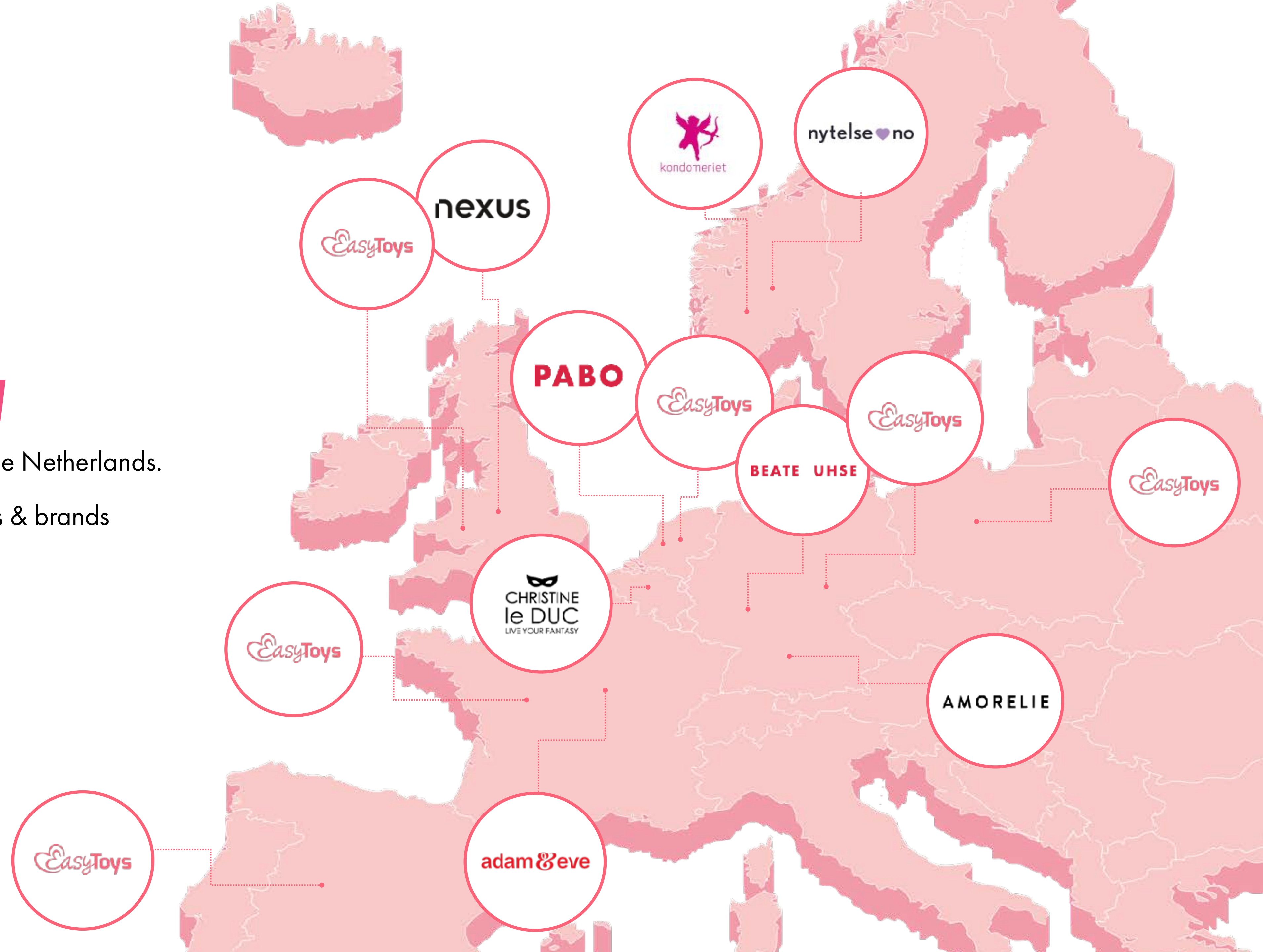


## ***International***

Our headquarter is based in The Netherlands.

And we have multiple locations & brands

across Europe!





**EASYTOYS**  
our flagship  
consumer brand

A person with a shaved head and red face paint is posing with their arms raised against a cloudy sky. They are wearing a black harness with silver buckles and a red and black striped garment. The text 'EasyToys' is overlaid in the center.

EasyToys



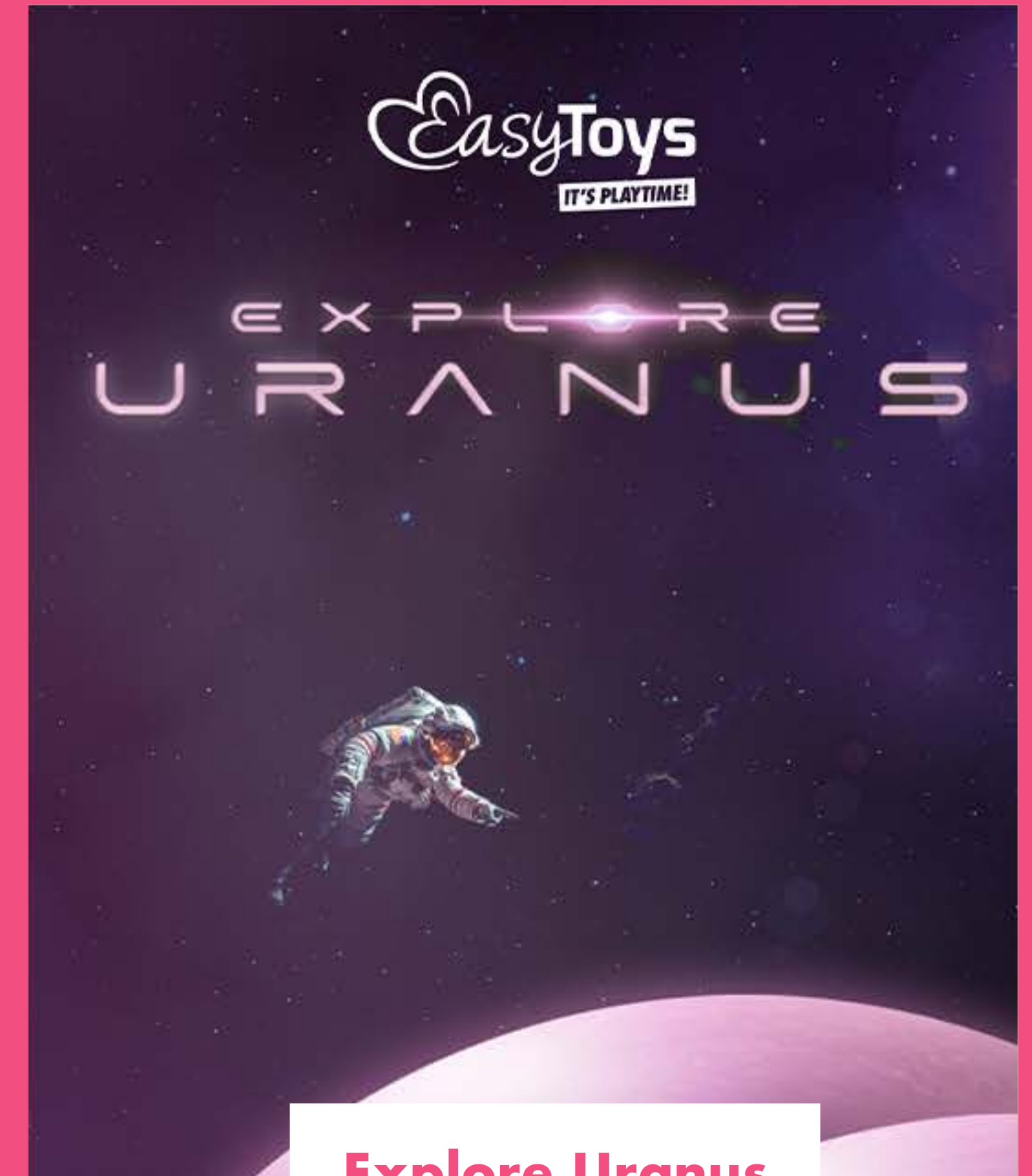
# CAMPAIGNS



**The Clitoris Conquest**



**National Sex Report**



**Explore Uranus**





# EXPLORE URANUS





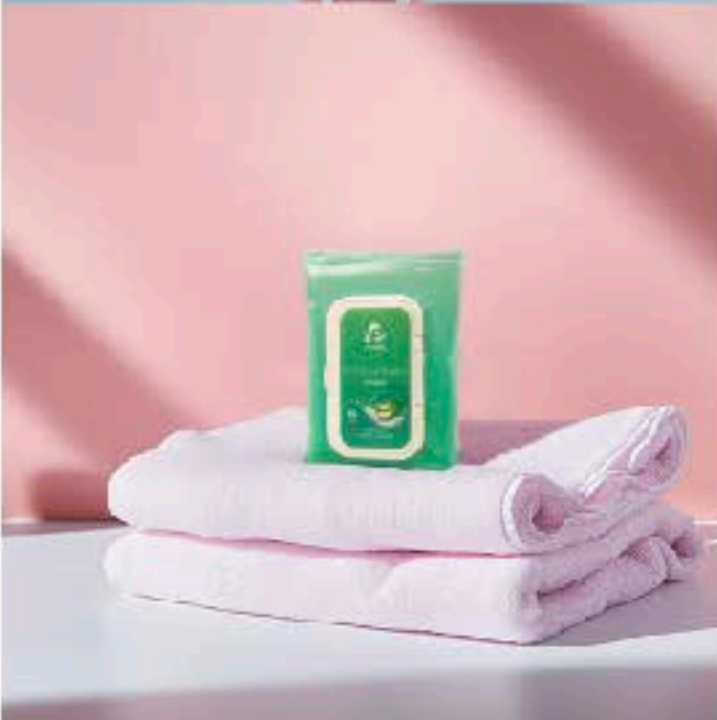
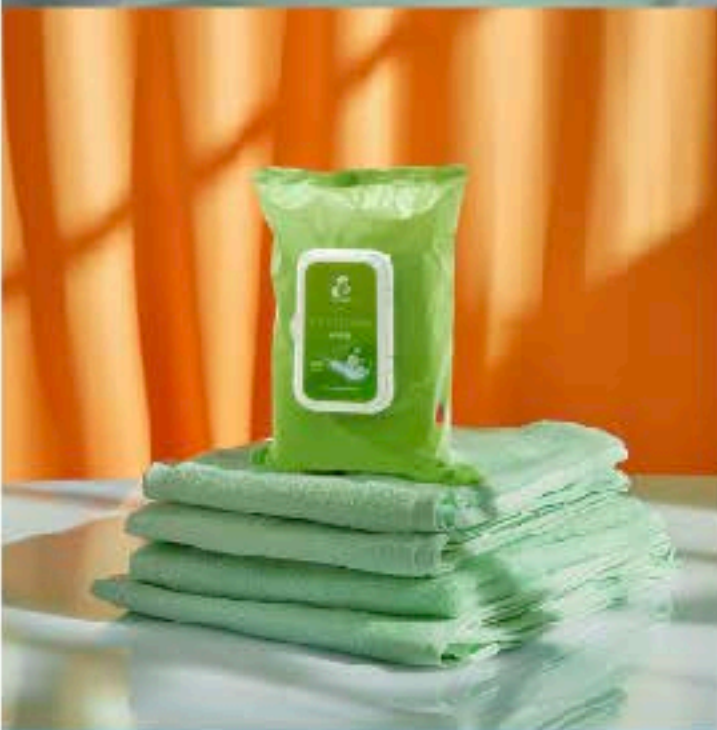
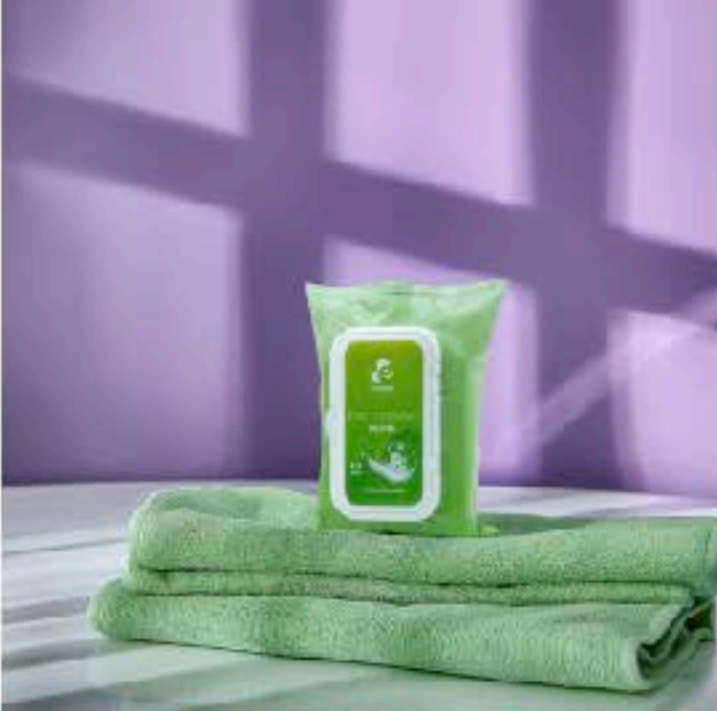
**With design, we transformed  
sexual wellness products,  
from “taboo” to “trusted”  
with humor and boldness!**

**But, we are still facing challenges**





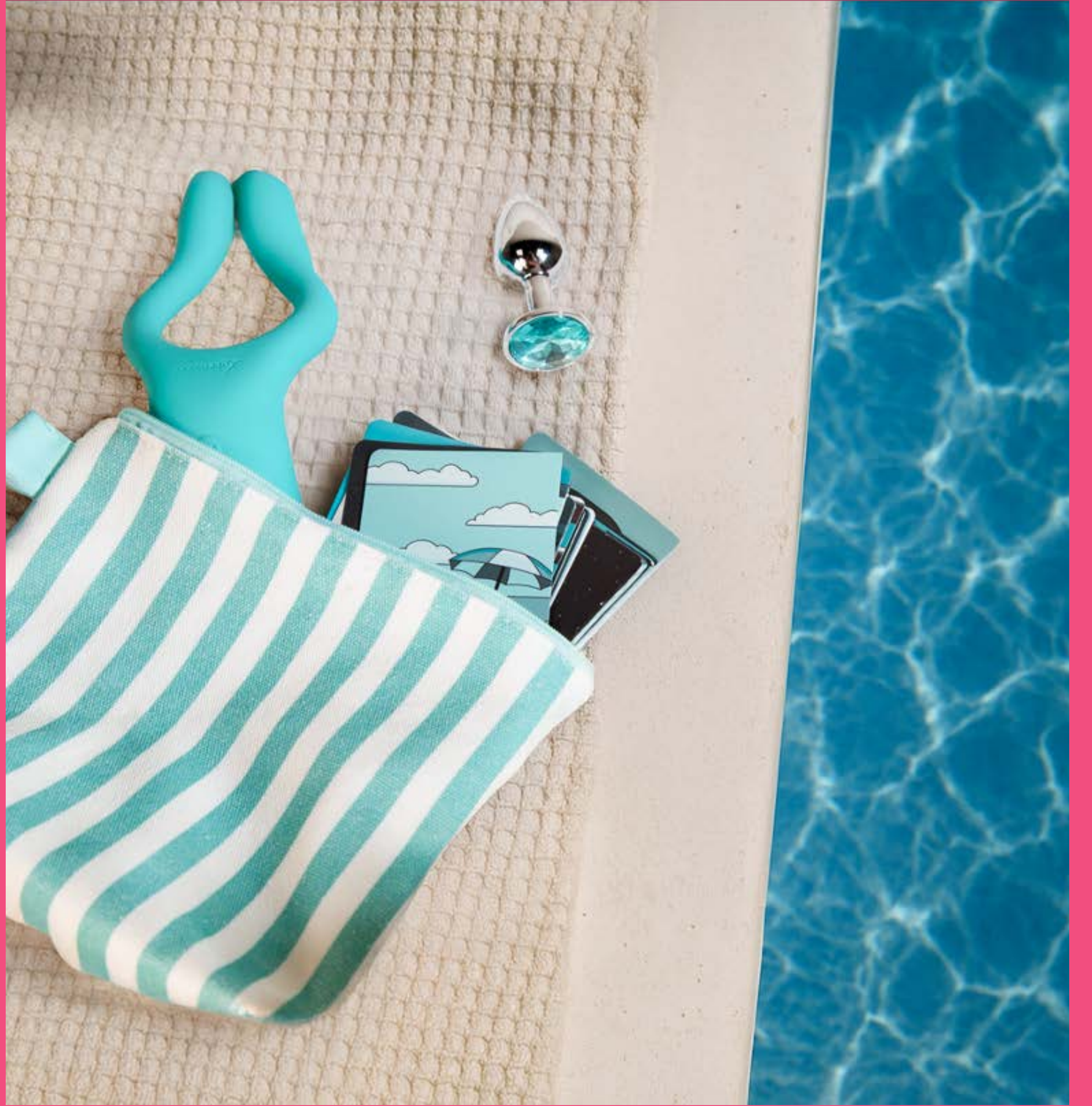
*SORRY*  
**your design has  
been flagged!**





















*When your design gets blocked...*

**Redesign it  
smarter!**

*So, what I learned*

# Designing in a taboo-driven market



# LOOK OUTSIDE YOUR OWN INDUSTRY





# DO FUN COLLABS



X





*And do it with these Design principles*  
**For Sexual Wellness**





## ***1. Emotional connection***

# **Design for intimacy and trust**



## *2. Bold authenticity*

**Break taboos through  
unique brand identities**



### *3. Strategic business design*

**Make taboo-breaking design  
commercially powerful**



**Designing in this space  
isn't always easy.  
It takes creativity and boldness!**



**OUR MISSION**  
**LET'S BREAK**  
**THE TABBOOS**



**AND HAVE A SEX TOY  
ON EVERY NIGHTSTAND**





# **DISCOUNT** **'ASKING FOR A FRIEND'**

**20% DISCOUNT**  
**WITH THE CODE:**

**EASYTOYS20**

[www.easytoys.com](http://www.easytoys.com)





A person wearing a vibrant red suit is shown from the chest down, holding a red party horn with both hands. The person's arms are crossed in front of them. The background is a solid red color, and numerous small, rectangular pieces of red confetti are scattered throughout the scene, some appearing to be falling from the top right. The word "THANKS!" is written in large, bold, white capital letters across the center of the image, partially overlapping the person's suit and the confetti.

**THANKS!**