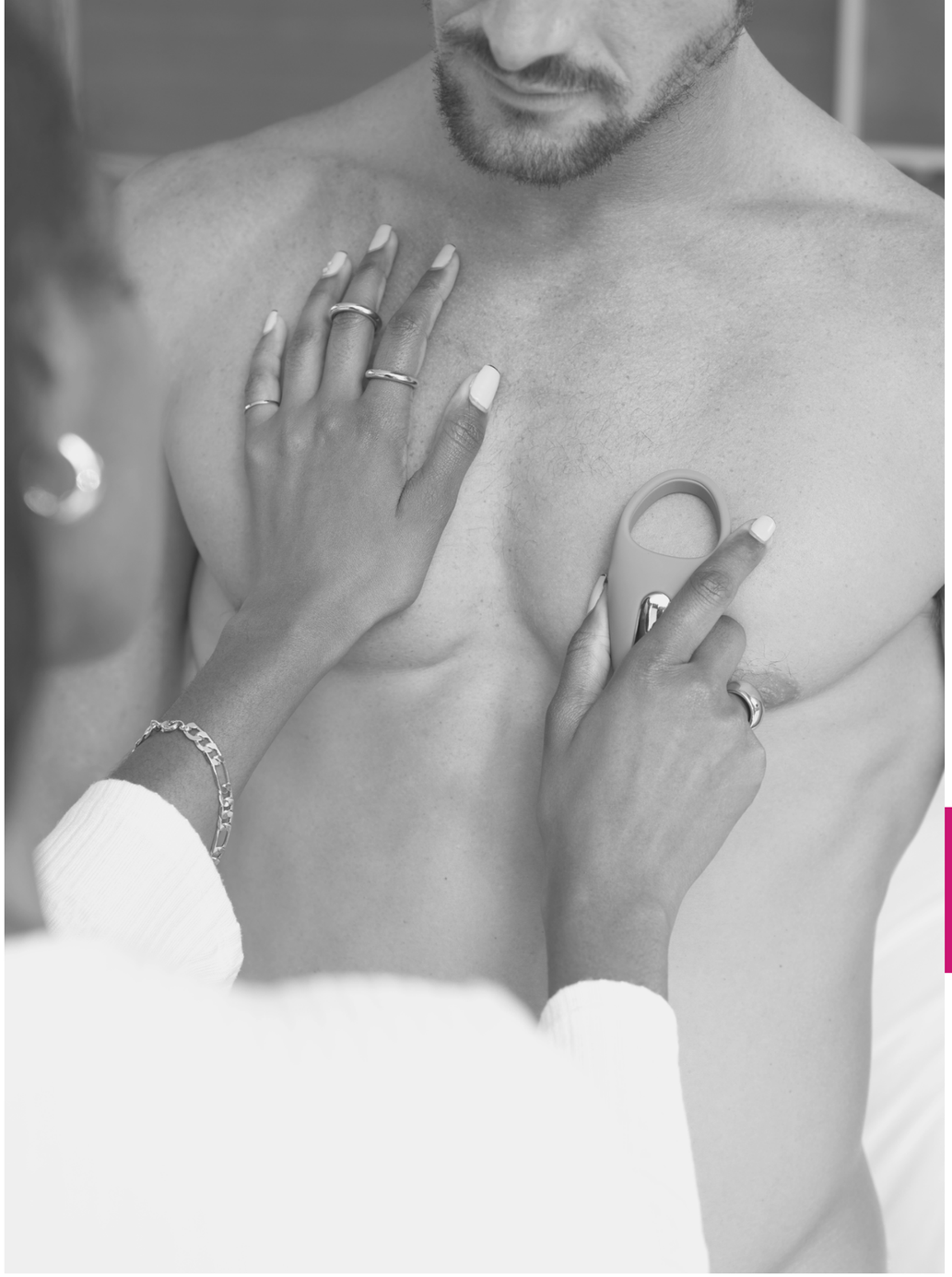
JIMMYJANE®

MEDIA KIT 2021

WHO IS JIMMYJANE?

JimmyJane is a design-centric brand founded on the belief that pleasure is power, designing high-tech products that inspire adventurous play and empower your overall well-being. Since launching in 2004, JimmyJane has redefined the context and perception of sexual well-being. Combining sophisticated product development in San Francisco with proprietary technology, our collections resound with luxe-excitement without compromising style.



JimmyJane believes that sexuality is as intricate and individual as a fingerprint. Rather than dictate what is sexy, we imbue each product with possibility, leaving room for exploration and interpretation. With our diverse collections– ranging from decadent massage candles and natural massage lotions to our award-winning vibrating massagers and iconic 24k gold vibrator – we engage each person's unique desires.

AWARDS

Recognized with AIGA, ID and IDSA Design Awards

WHERE DESIGN MEETS INNOVATION

Every JimmyJane product is built from the ground up.

We're not re-packagers; every new JimmyJane product begins with a sketch and rendering. With JimmyJane's network of trusted and established manufacturing partners, we're able to strategically source and develop innovative products.

OUR EXECUTIVE TEAM

MATTHEW MATSUDAIRA
Chief Executive Officer

Matthew is a serial entrepreneur with previous senior leadership positions at Amazon, Chewy, Nordstrom, and numerous startups. He worked on the Chewy acquisition to PetSmart in 2017 and was a founding member of various lucrative Amazon launches, including Prime Now and Amazon Fire Phone. He was awarded as Greekwire's Entrepreneur of the Year, Techcocktail's Hottest Startup, and SIGN Magazine's Chief Executive of the Year - being one of the largest worldwide industry publications.

MARION DEMELLO
Chief Financial Officer & Chief Operating Officer

Marion joins JimmyJane with two decades of CPG leadership experience in marketing analytics, strategy and finance. She has held senior leadership positions across a variety of industries in manufacturing and retail, including prestige beauty, food, beverage and hardware. Marion most recently headed Global Finance and Strategy at Estée Lauder, managing the expansion of their newest acquisition.

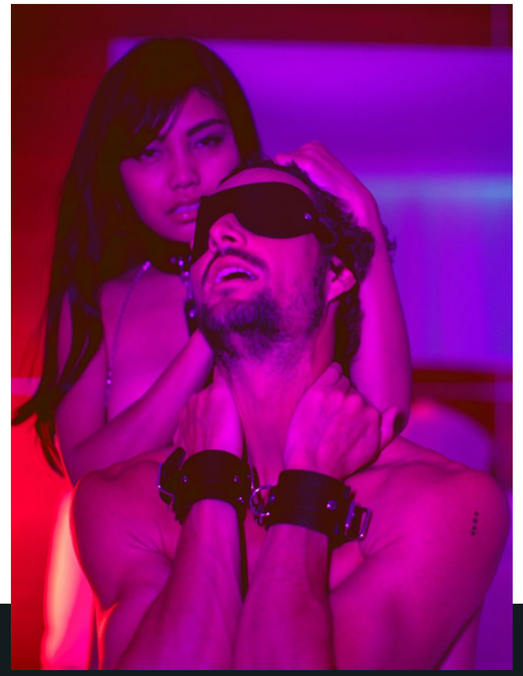
KRISTIAN BROMS
Chief Design Officer

Kristian oversees all design aspects of JimmyJane's Products. He has been highly influential in the creation of the company's award-winning products and is committed to his role as a customer obsessed innovator. JimmyJane has accumulated over 30 product and design awards under Kristian's leadership and he recently received a nomination for the XBIZ Senior Leadership Award. Before joining JimmyJane, Kristian worked for Phase One Graphics as a Senior Graphic Designer.

TAMI AGUILAR
Chief of Staff/VP of People

Tami came to JimmyJane with 20 plus years of experience in HR, working her way up from an HR Assistant while attaining her bachelor's degree, to her most recent position at Amgen where she evolved over a 15-year tenure from HR Manager to Head of Quality for HR. She's honed a range of skills and experiences including performance management, talent management, organizational development, talent acquisition, organizational design, executive coaching, and change management.

BEST SELLERS



FASCINATION
SEVEN-PIECE SET

JJ APEX

FORM 2

TARVOS

DEIMOS

AFTERGLOW MASSAGE OIL CANDLE

Medical Grade & FDA Cleared Premium Cosmetics Assortment

SENSATION LUBRICANT

ANTIBACTERIAL TOY CLEANER

PURE UV SANITIZING MOOD LIGHT PLUS LOVE POD TRE

PRESS

CONDÉ NAST

ANNOUNCEMENTS

Self expands further into licensing and commerce with the launch of two new awards seals and a new product collaboration with JimmyJane

By COMMUNICATIONS TEAM
4 SEPTEMBER 2020

New awards seals and product collaborations announced

SELF | LICENSING

COSMOPOLITAN

The 16 Most Powerful Vibrators Out There Right Now

Jimmyjane Form 2
JIMMYJANE
babeland.com
$169.99
SHOP NOW

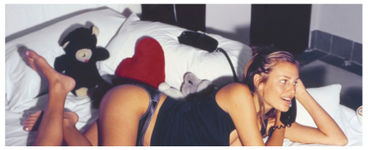
What sets the Jimmyjane Form 2 apart from other clitoral vibrators are the two vibrating motors, one in each ear. Whereas other vibrators have one motor where the vibration is diffused into two ears, the Jimmyjane has double the power. Smooth and sleek with seamless buttons, waterproof, and rechargeable, the Jimmyjane Form 2 is definitely a worthy investment considering the power you get.

VOGUE

WEDDINGS

Here's What a 'Sexpert' Wants You to Know About Sex Toys (No, You Can't Use a Vibrator Too Much)

BY ATALIE GIMMEL
August 15, 2020



BUSTLE

Sex & Relationships

The Wildly Popular Womanizer Pro40 Is 40% Off On Black Friday

By Griffin Wynne
November 17, 2020

Run, don't walk.

WELL+GOOD

ACTIVE RECOVERY

How To Give Yourself a Full-Body Massage If You're Lacking an Extra Pair of Hands

Mary Grace Garis • October 29, 2020

BuzzFeed

Shopping › Deals • Posted on Apr 14, 2020

Here Are 18 Sex Toys On Sale, So You Can Beat Boredom *And* Save Money

Good sex toys: check. Good prices: double check.

by Natalie Brown
BuzzFeed Staff

Be one of the first to comment

We hope you love the products we recommend! All of them were independently selected by our editors. Just so you know, BuzzFeed may collect a share of sales or other compensation from the links on this page if you decide to shop from them. Oh, and FYI — prices are accurate and items in stock as of time of publication.

REFINERY29

Real-Life Sex Pros Share The Toys They Can't Live Without

MARY FRANCES KNAPP
LAST UPDATED AUGUST 26, 2020, 12:45 PM

Vibrating Massage Wheel

"I tend to look for toys that are gender, body, and pleasure inclusive, and are safe to use on and in the body. I have a roller/massager toy from JimmyJane called "Evoke" that I really enjoy, because it allows me to explore pleasure outside of penetrative play."
– Haley Hasen

Talk about a multi-purpose toy. Just sanitize it before you roll out the cookie dough.

InStyle

HOME › LIFESTYLE

Share

This High-End Sex Toy Brand Is Having a Major Black Friday Sale — and You Can Shop It Right Now

JimmyJane has deals up to 60% off.

By Amanda Richards | Nov 17, 2020 @ 10:00 pm

WHAT CUSTOMERS ARE SAYING

★ ★ ★ ★ ★

HITS THE SPOT!

“This vibe hits the spot literally lol. I ordered this to spice up the bedroom and have fun when hubby is away on business. Couples play is fantastic, it worked wonders for foreplay and during sex I held it to my clit and came 4 times in a row."

FOCUS ON YOU

"This sonic vibe is just perfect, sometimes you just need to step back and FOCUS on yourself and this vibrator makes that moment magical. Wish they sold extra/different heads to play with."

★ ★ ★ ★ ★

★ ★ ★ ★ ★

MULTI-FUNCTIONAL VIBRATOR!

"Got this vibrator a few months ago for the power levels advertised, and so far it has not disappointed! SUPER POWERFUL! I really like that it also comes with the different head attachments."

CONTACT

PUBLICITY

KELSEY@TWENTYONENORTH.CO

SOCIAL MEDIA

WWW.JIMMYJANE.COM