



discreet party plan

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DISCREET EROTICA FOR THOSE PLANNING TO PARTY

After seven years perfecting her adult party plan business, Jodie Cockerill has a new and exciting range of "toys" and lingerie ready to take to the living rooms of the gay and lesbian community.

Multi-award-winning Discreet Party Plan recently formed Discreet Erotica exclusively for gay and lesbian clients, after persistent demand during the growth of her original business of adult toys and lingerie.

"It's hard to believe no-one is servicing the gay and lesbian market with adult party plan," she said, "So I've done the research and sourced the highest quality products, and Discreet Erotica is ready to go! After continual requests for 'out there' products and designer lingerie for the guys, I know they're ready - and we're ready too, with the right products and the best party plan experience".

"We're also looking for consultants," she adds, "but you don't need to be an exhibitionist or an entertainer. The products and the atmosphere take care of the fun part of the parties. Most people who are good at selling and great with people will easily create their own successful business. You do need to be organised and driven to succeed at being your own boss."

The Discreet Erotica range of toys has been sourced from the best suppliers around the world and includes brand names such as Doc Johnson, Penthouse, California Exotic Novelties and Chi Chi La Rue's. The lingerie comes in sensual fabrics like tie-dye stretch velvet, powermeshes, and leopard print Lycra mesh. The lingerie range, designed and made at Discreet's own factory on the Gold Coast, includes the Tarzan lap-lap, peek-a-boo fluff g-string, jockstraps and the 'no strings attached' pouch.

While there certainly are unique highlights that set a Discreet Erotica party apart from the mainstream, the fundamentals of Jodie's new

venture are the same as those employed by party plan giants such as Tupperware.

For hosts, it works just like any other party plan; you send out the supplied invitations, put out the nibblies and champagne on the night (or day) and the consultant does the rest. A Discreet Erotica party will also work very well as dinner party entertainment. For party guests, the setting is ideal.

Most people dread walking into an adult shop and hearing "Can I help you?" from across the room. In a retail store you might even be asked to point out which item of pleasure you'd like released from its locked cabinet; then inspect it while a shop assistant stands by. This scene couldn't be further removed from a "toy" party in your living room where products are passed around among friends, compared, discussed and left on the coffee table for display and play. Lingerie modeling is optional, but many guests are inspired to "parade" once they see the exciting and flattering display of sexy stuff on offer.

As a business opportunity, the consultant's job is made easy by the fact that without retail overheads, prices are kept low, while the party atmosphere makes the buying mood higher.

And like the company name says, it's discreet! There won't be a giant box with "sex toys" written all over it waiting at the post office for collection. The ordering process is private at the party and the delivered packages are wrapped so that no-one but the customers know what's in them.

Finally, and considered most important by Discreet's consultants; entertainment is guaranteed. Party guests always have a great time and very a memorable party experience. That's why Discreet Party Plan was voted the "Best Adult Party Plan in Australia in 2001, 2002 and again in 2005, by the (AAIA) Australian Adult Industry Awards.

So don't wait! Be the first to wow your friends by hosting a party they'll never forget. You'll be the talk of the town for months. Discreet Erotica practically guarantees it!



To celebrate the launch of Discreet Erotica's exclusive party plan for the gay and lesbian community, Discreet Party Plans and QNews are offering one lucky reader a Love Swing, valued at \$300. To enter, visit the QNews website at www.qnews.com.au