



JIMMYJANE

Designers Yves Béhar and Ethan Imboden Conspire for Pleasure

December 15, 2010 - Jimmyjane is pleased to announce the introduction of FORM 4, the third and final launch of Pleasure to the People, a groundbreaking series of waterproof, rechargeable vibrators designed by Yves Béhar and Ethan Imboden, the Founder of Jimmyjane. Following the success of the IDEA Award-winning FORM 2 and best-selling FORM 3, FORM 4 offers a new approach to pleasure, pairing a strategically placed oversized motor with a uniquely flexible shape that adapts to the contours of body. With its precise balance of Power & Flex, FORM 4 exemplifies the company's commitment to design, quality and – of course – pleasure.



“FORM 4 rounds out the PLEASURE TO THE PEOPLE collaboration with a design that’s ideal for internal stimulation,” explains Imboden. “With its innovative functionality and exceptional power, FORM 4 has plenty to offer experienced pleasure seekers. Its oversized motor is positioned where it can deliver the most sensation – right at the tip, where the vibrator makes the most contact with the body. At the same time, it has the most familiar shape of all the vibrators in the series, so it’s also perfect for first-time users who want to explore with an approachable, versatile design.”

“All of the designs that Ethan and I created follow the idea that power needs to be directed and controlled in a very personal and tactile way, not from a ‘machine’s distance’” says Behar. “With form 4, we worked to ensure that the vibrator was flexible enough to move with the body, yet firm enough to direct pressure – a bit of a balancing act, but well worth the effort.”

Since Imboden launched Jimmyjane in 2004, the company has redefined the sex accessories market through innovation, and is the only in the industry to be honored with prestigious design accolades, including the AIGA, I.D., and IDEA awards.

This new addition to the company’s line of form Vibrators incorporates Jimmyjane’s proprietary Waterproof Recharging Technology, first introduced with form 6. This system enables all the form vibrators to be completely washable, bath-friendly, and to never require replacement batteries.

All designs feature medical-grade silicone, are completely body-safe, and are backed by Jimmyjane’s unparalleled Three Year Limited Warranty. Most importantly, each offers its own unique power to please.

To each their own.