

DISTRIBUTED BY
EDC
WHOLESALE



Panthera

#UnleashYourInnerBeast

Panthra

*Unleash your inner beast with Panthra
and discover your wild side as you make your way
through this savage collection.*

*Panthra is designed to stimulate all
your dangerous spots and makes you
ROAR with pleasure!*

Brandbook

About the brand

Panthra is designed with the powerful and sleek appearance of the leopard in mind and takes you to the wildlife of the savanna in Africa. We were inspired by these animals powerful movements, their golden fur, and the unique pattern of the rosettes. The leopard print is translated to the products of Panthra, which represents everything the leopard stands for. The combination of colors and print is powerful, glamorous, and sexy. Animal prints have been well represented in the fashion scene for years and are now making a fashion statement in the erotic scene.

Panthra represents a collection of both popular and classic items with leopard prints, a trend that goes back to the 60s. Animal prints are exciting and indispensable in each modern wardrobe and from now on, those prints can also be found in the nightstand.

Target audience

Animal prints have been an ongoing trend in the fashion scene since the early 60s. The print hasn't changed much throughout the years, but the style did. It evolved into a stylish trend with luxurious fabrics and certain rules on how to style the animal prints to create a classy look. The target audience has changed throughout the years and it found the interest of a wide audience of all ages.

Panthra takes this trend out of the fashion scene and into the nightstand and reaches out to everyone that loves leopard prints.

Tone of voice

Panthra's theme is wildlife. To emphasize this theme, we use words like: inner beast • wild side • ROAR
• savage love • savage collection • dangerous •

ROAR is always capitalized, as it is a word that is meant to be spoken loudly.

The animal prints and the packaging target the fashion scene, using the following words: trendy • fashionable • fashion statement • style

The tone of voice is aggressive in a cute and sexy way. Words like 'inner sexual beast' sound sexier and less aggressive by adding the word 'sexual'.

Brand personality

Panthra takes you to the wildlife of the African savanna, the home of leopards and other wildlife animals with beautiful prints on their skin. The prints on these animals are all unique and no animal looks exactly the same. That is also how we see our customers; each individual has their own desires and fantasies. Panthra takes you on a journey to unleash your inner sexual beast. A collection filled with sexy items that will make you ROAR with pleasure.

Brand mission

We've opened the hunt for you in the bedroom. The Panthra look fits your daily lifestyle with the packaging as a fashion statement. Wear it as a shoulder or waist bag and discover the wild side of yourself. Experience beastly sensations in the bedroom and let it trigger you to open the hunt!

Brand identity

Unleash your inner beast with Panthra and discover your wild side as you make your way through this savage collection. Panthra is a beast, designed to stimulate all your dangerous spots and makes you ROAR with pleasure!

Brand value

Fashionista's and animal print lovers will be drawn to the beautiful and trendy look of Panthra. All products are designed with an animal print. To upgrade the brand value, we created a package that can be used as a fashion item. The waist and shoulder bag or toiletry bag allow you to carry around your toy discreetly. No one will know what sexy secret is kept inside your trendy bag. Panthra is an affordable midrange collection with an average RRP between €30 - €60.

Package Design



Asha

lipstick vibrator

PO No.: PAN001

Size: 10 x 2 cm
3.9 x 0.8 inch
Material: silicone + ABS
Modes: 10

Box content:

Toy, bag, user manual, USB cable.



PO No.: PAN001



8 719934 002500



Zuna

couples vibrator

PO No.: PAN002

Size: 8.5 x 3 cm
3.3 x 1.2 inch
Material: silicone + ABS
Modes: 10

Box content:

Toy, bag, user manual, USB cable.

PO No.: PAN002



8 719934 002517

Nayo

bullet vibrator

PO No.: PAN003

Size: 9 x 2 cm
3.5 x 0.8 inch
Material: ABS
Modes: 10

Box content:

Toy, bag, user manual, USB cable.



PO No.: PAN003



8 719934 002524



Tania

panty vibe

PO No.: PAN004

Size: 9 x 4.5 cm
3.5 x 1.8 inch
Thong: one size
Material: silicone + ABS
Modes: 10

Box content:
Toy, thong, bag, user manual, USB cable.

PO No.: PAN004



Maha

vibrating egg XXL

PO No.: PAN005

Size: 7.8 x 3.8 cm
3.1 x 1.5 inch
Material: ABS
Modes: 10

Box content:
Toy, bag, user manual, incl. 2x AAA battery



PO No.: PAN005



Nila

G-spot vibrator

PO No.: PAN006

Size: 22 x 3.5 cm
8.7 x 1.4 inch
Material: silicone + ABS
Modes: 10

Box content:
Toy, bag, user manual, USB cable.

PO No.: PAN006



Shaka

wand vibrator

PO No.: PAN007

Size: 28 x 5.5 cm
1.0 x 2.2 inch
Material: silicone + ABS
Modes: 10

Box content:

Toy, bag, user manual, USB cable.



Zane

kegel balls

PO No.: PAN008

Size: 8 x 3 cm
3.1 x 1.1 inch
Material: silicone + ABS
Modes: 10

Box content:

Toy, bag, user manual.



Kesia

butt plug set

PO No.: PAN009

Size S: 10 x 3 cm | 3.9 x 1.2"
Size M: 12 x 4 cm | 4.7 x 1.6"
Size L: 13 x 5 cm | 5.1 x 1.9"
Material: silicone + ABS

Box content:

Toy, bag, user manual.



Gato

8 piece play set

PO No.: PAN010

Box content:

Vibrator, small butt plug,
cat mask, paddle, flogger,
hand + ankle cuffs,
collar + lead set,
bag, user manual.



*Panthra packaging
is a trendy bag!*

The small items come in
a waist/shoulder bag.
Shaka and Gato come in
a larger toiletry bag.



Customer Reviews



The Gato 8-piece set contains everything you need for an exciting night in the bedroom!

Leah



The vibrating egg is a fun toy for couples! It has a beautiful leopard design with 10 vibration settings and it is easy to use.

Anna



The leopard pattern is one of my favorite prints to wear, so awesome that you get a free bag with each toy! Really love this brand!

Izzy



The flexible head from the wand vibrator ensures that the vibrator can easily reach any place on my body.

Harper

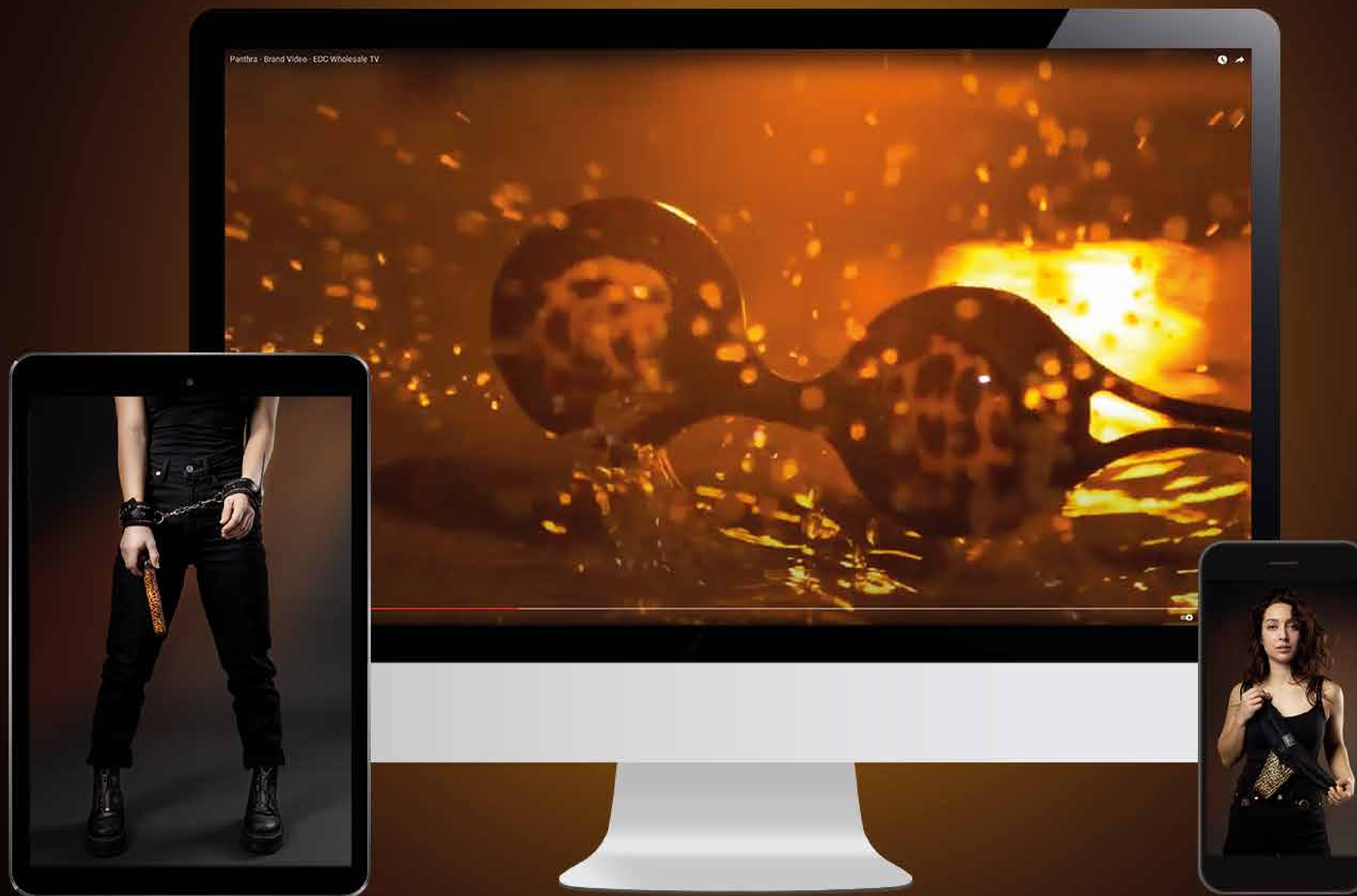


The Asha vibrator looks like a lipstick and has a compact size so it fits easily in your handbag or in the free bag that you get.

Scarlett

Marketing Support

We have created a media pack, so you can download all the images, logos, brand videos, product videos and everything else you need to promote Panthra. If you require a customized banner, just let us know. Our team is ready to support you so you can start promoting the brand online and offline.



POS Material





Panthera

#UnleashYourInnerBeast

Distributed by

EDC  **WHOLESALE**

For all enquiries please contact our EDC Wholesale sales team.

sales@edcwholesale.com
www.edcwholesale.com