

Flight Stimulator **END** PRODUCT

Styled like a chic toiletry case, the Mile High kit stows your personal paraphernalia—*very* personal. Created by Oro Design, a Philadelphia-based studio, this “sensual traveler’s erotic companion” packs a mini personal massager, condoms, blindfold, lubricants—even aphrodisiac mints—into a remarkably portable and discreet case. Creative director Lynn Rawden referenced 1960s and ’70s airline design as well as traditional Japanese crests for the packaging and its iconography. Identifying sex toys as a growing marketing niche, Oro is striving to de-stigmatize the lighter end of the sex industry, aiming at an upscale, hip, savvy consumer. “The packaging for Mile High is closer to a fashion accessory than sex toy,” says co-founder Ted Youngs. “We’re definitely aiming for seduction by design as well as pleasure.”—*Angela Voulangas*


milehigh

The logo (incorporating T26’s Melvin Sans) is blind-embossed on the case. The illustrated mark, part lotus flower and part crane, is based on Japanese crest motifs. It appears elsewhere as part of the logo but was too delicate for the embossing process used for the housing.

A member of the Oro Design team spotted a sharp-looking travel case on an Air France flight, and the firm traced it to a Hong Kong manufacturer. The designers then set about creating their own version. The Mile High case, which Oro hopes will “talk to the new era of swinger,” is made of EVA molded foam, an outer fabric lamination, and a touch of irony.

Philadelphia 3D designer Emory Krall was brought in to create the case design in CAD. The files were then sent to Hong Kong for manufacture.



Many of the items in the kit were bulk-purchased from various manufacturers and custom-branded in silver and blue. The feather tickler, rubber “pleasure ring,” and mint tin were special-ordered in PMS Reflex Blue.

The Mile High kit (\$54) makes efficient use of its streamlined space. Each of the 11 components—scented cloths, mint tin, folding mirror, blindfold, mini-vibrator, feather tickler, pleasure ring, massage oil, condoms, lubricant, and do-not-disturb sign—fits into its own pocket, flap, or niche within the molded vacuum-formed interior.



Allowing the outer zipper to maneuver neatly around the case’s four rounded corners was the most difficult part of the 3D design. Five prototypes were developed before the design team was satisfied.

The kit is finessed down to the zipper, which is cleanly embossed in matte and gloss metal.

oro-design.com; compact-impact.com

Photographs courtesy of Oro Design

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