Clone-A-Willy is a brand aiming to pair sex-positivity and creativity in a fun and approachable way. Originally formed in San Francisco in 1996, Empire Labs, the company behind the Clone-A-Willy legacy, started off manufacturing highly customized, body-safe, and amazingly lifelike penis molding kits. Invented by a chemist, today the retail version of these kits allow anyone to make an exact replica of a penis or vulva in the comfort of their own home. Now Empire Labs is happy to call Portland, Oregon home and has grown the Clone-A-Willy legacy to be an international hit. The entire Clone-A-Willy line, including the female counterpart Clone-A-Pussy, are sold all over the world and have been translated into multiple languages. The entire line has been reviewed and endorsed by several sex-toy columnists, multiple television shows, and even made an appearance in a major motion picture in 2014.

Clone-A-Willy and Clone-A-Pussy are more than DIY penis and vulva molding kits. They have inspired a brand and many loyal followers who believe in sexual expression, body positivity, nurturing intimacy, and creating a space for conversations around something vital in every human experience -- sex and self love.
**AUDIENCE**

- **61%** MEN
- **60%** AGES 18 - 34
- **66%** UNITED STATES

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**PRESS + FEATURES**

- NEIGHBORS
- BuzzFeed
- VICE
- JERSEY SHORE
- VH1
- ELITE DAILY
- JEZEBEL
- HUFFPOST
- COSMOPOLITAN

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**COLLABORATIVE OPPORTUNITIES**

- CROSS PROMOTIONS
- EVENT COLLABORATIONS
- PRODUCT PLACEMENT
- BANNER ADS
- DONATION FOR REVIEWS
- SPONSORED GIVEAWAYS
- PHOTO + VIDEO PROJECTS

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