

ErikaLustFilms

Erika Lust is an award-winning indie erotic filmmaker who creates sex-positive adult cinema by portraying relatable characters, realistic hot sex, and offering a more inclusive and cinematic alternative to the mass produced mainstream porn.

She founded various platforms of online adult cinema: her crowd-sourced project XConfessions turns the public's anonymous fantasies into explicit and artistic short films. Lust Cinema produces original feature films and series alongside movies by top adult studios in the industry. Else Cinema is the Erika Lust Soft Edition for those who want to capture the details of what sex feels like. The Store by Erika Lust is a source to purchase single films or collections without the need for a monthly subscription. As a mother of two, Erika also has a strong voice emphasising the need for more informative and open sex education; The Porn Conversation is her non-profit platform giving parents and educators the tools to help open up the topic of porn to the younger generations. On the Lust Zine, the uncensored mag, Erika and guest writers cover everything related to sex, kink, filmmaking, feminism, and the adult industry.

Erika defends the importance of **having women, BIPOC, and LGBTQ+ people behind the camera** in all key positions and supports burgeoning talent across the globe by producing and financing female and queer guest directors. In addition to this, Erika has built a diverse **(online & offline) community of sex-positive creators and artists**.

Over the past 20 years, the Erika Lust brand has gone from strength to strength. Erika has directed many adult feature films and series, over 130 short films, and produced around 150 more.

In 2015, Erika gave her essential TEDx talk 'It's Time for Porn to Change'. Her story was also featured in the first episode of the Netflix documentary series 'Hot Girls Wanted: Turned On ("Women on Top")', directed by Rashida Jones. In 2019, Erika was named as one of the BBC 100 Women's most influential women of the year, and in the last year she has been featured in several major documentary series in the UK and Germany, with more expected to air in 2021.

Check out Erika's Lust Zine - the Uncensored Mag [here](#)

ErikaLust.
XOXO





XConfessions

by you & ErikaLust

XConfessions is the award-winning crowdsourced erotic project created by acclaimed adult cinema filmmaker **Erika Lust**. On **XConfessions**, anonymous members of the public submit their fantasies and experiences; out of which Erika and Guest Directors choose the best every month to interpret into captivating, cinematic explicit films that portray sex and sexuality as healthy, fun and joyful parts of life.

XConfessions was born in 2013 as the first step of **Erika Lust's** mission to create a new wave of creative, artistic and explicit adult cinema driven by intelligent and sex-positive narratives. It's real films with real sex; a solid alternative to the stereotypical mainstream porn imagery.

Each film at **XConfessions** tells a story about what sex and desire feel like, and how we communicate and interact intimately with each other. Each film is visually arresting and goes beyond traditional gender roles and tired stereotypes, pushing the boundaries of fetish, lust, desire and intimacy.

XConfessions follows Erika's core values of transparent & ethical production. Erika's shootings are a safe sex environment; every part of the shoot is discussed and agreed beforehand with all performers. Moreover, Erika aims to show more diversity as possible to create groundbreaking adult cinema.

With more than 150 short films to date, over 600,000 active members and more than 3000 confessions, from 2016 XConfessions has become a global community of daring directors who are joining Erika in her mission to change the rules of porn.

With her ongoing open call for Guest Directors, Erika Lust aims to fund creative female and queer directors and have them behind the camera, to confront mainstream porn and show that sex and porn should not be limited to one narrow idea.

Find out more about XConfessions [here](#)

LUSTCINEMA

Award winning adult filmmaker **Erika Lust** launched **Lust Cinema** as a new porn studio for lovers of cinema and sex. The studio offers cinematic, plot-driven original features films and series starring popular adult performers alongside movies by top adult studios in USA.

Alongside Erika, **US based female filmmakers** show and capture the whole feeling of sex; the passion and the pleasure. Following Erika's philosophy for a new adult cinema, **Lust Cinema** doesn't practice gender or sexuality stereotyping, reductive typecasting, or damaging fetishisation and categorisation of performers. Real inclusivity and diversity in the adult entertainment industry is a goal of all **Lust Cinema** productions.

The studio launched in 2019 with Erika's first feature film, 'The Intern'. In 2020, Erika released her first mini-series 'Safe Word', which is a full immersion in the BDSM culture.

Aside from originals and a catalogue of content from other adult film directors, the studio also gives members a chance to get to know their favorite performers even better with exclusive behind the scenes films and interviews. This is part of Erika's mission for a transparent production process.

Behind the cameras, **Lust Cinema** aims to give space and bigger budgets to female directors in the US who want to create movies and series that are outside of the adult industry standards.

Instead of cookie cut scenes shot with repetitive plots and scenery, female directors such as Dana Vespoli, Madison Young, Kay Brandt and more recently the performer Casey Calvert, are creating **Lust Cinema** original feature films and series in which they're able to explore character development and plot on a much deeper level. Available on the site now are The Widow, Lost in LA, Unravelled Intimacies, Primary, with more originals being released every month.

Find out more about Lust Cinema [here](#)





Else Cinema

ERIKA LUST SOFT EDITION

Else Cinema by Erika Lust, the soft edition for when you're looking for something **ELSE**. A brand new name and look for a whole new range of content, to meet the needs of those who seek an alternative, cinematic exploration of erotica.

Else Cinema is the first video on demand platform offering cinematic erotic films for those looking for sensual, titillating stories focusing on the feelings and sensual details of sex rather than genital shots. From romantic storylines to passionate affairs, there is something for everyone who wishes to enter the world of non-explicit seduction - from women, to couples, to a younger audience.

For those who don't feel 100% comfortable with porn but don't want to give up teasing their erotic fantasies either. Feeling sexual goes beyond enjoying explicit images, and **Else Cinema** is here to prove it; each film is a soft yet raunchy exploration of sex and sensuality that will whet the public's imagination with suggestive shots and mindblowing, cinematic stories.

Else Cinema is part of Erika Lust Films' new wave of adult cinema made with an ethical production process. As a society, we are moving towards becoming more ethical and intelligent consumers. We believe that it's time to bring this same level of consciousness to our consumption of erotic entertainment. **Else Cinema** follows the same production values Erika Lust Films works under since 2004.

New films are released every week. These include licensed films personally handpicked by Erika Lust and her team, coming from a growing movement of directors who are changing the industry from within, by positively portraying human sexuality and shaping a relevant change in gender perceptions.

Find out more about Else Cinema [here](#)

The Store by ErikaLust

The Store by Erika Lust is a curated catalogue of adult films from around the world available to buy, download, and stream. Unlike other Erika Lust's platforms, users can enjoy individual films or movie collections without the need for a monthly or yearly subscription.

Alongside XConfessions and Lust Cinema Originals directed by Erika Lust and other adult directors, **The Store by Erika Lust** also hosts licensed films by other top independent adult productions worldwide. These are handpicked by Erika herself with the goal of giving viewers the best in adult cinema - from kink to romance to group sex.

Erika Lust selects films for licensing in accordance with our ethical standards; we make sure that what is shown does not violate the values of our company. Our goal is to license other film producers who are known for working in a respectful and inclusive way and are committed to an ethical production process.

The Store by Erika Lust is part of a new wave of artistic adult cinema and the go-to place to find a carefully curated selection of erotic films online. We encourage an ethical production and distribution of adult movies and hope to challenge mass produced mainstream pornography.

From big cinema productions to self-shot homemade films, **The Store by Erika Lust** offers a wide range of content to satisfy all tastes and preferences. New movie compilations around latest XConfessions releases or specific themes are released every month.

Starting from June 2021, **The Store by Erika Lust** introduces 'Your Pleasure Helps'; each month, a new thematic film compilation is released and 100% of proceeds from it are donated to a chosen charity that champions projects related to that theme - from LGBTQ+, to ISTs, to body neutrality, and sex education.

Find out more about The Store by Erika Lust [here](#)





The Porn conversation +not your average sex ed

The Porn Conversation is Erika Lust's non-profit project that offers free and easily accessible tools for parents and educators to talk to the younger generation about sex & porn with a sex positive approach.

The Porn Conversation provides practical and age appropriate guides to encourage parents to talk to kids and teens about what they are going to see online and give them the tools to make smart and informed decisions regarding pornography.

Through conversation guides for parents, comprehensive sex ed curricula for educators in schools, articles, workshops, educational videos, and Q&As led by sexual health professionals who are part of our diversified **Ambassador Program**, **The Porn Conversation** steps in to deliver the sex ed & porn literacy that most parents and teachers are still not willing to provide to their children and students.

Concerned with the abundance of easily accessible unrealistic online porn, **Erika Lust** and her husband **Pablo Dobner** started **The Porn Conversation** in 2017 with the aim to encourage other parents to raise awareness about online pornography with their kids as well. In 2021, **The Porn Conversation** was relaunched under the care of project manager and clinical sexologist **Avril Louise Clarke** with new and up to date resources including a hub for teens where they can anonymously ask questions about sex, sexuality, and puberty.

The Porn Conversation is committed to an overall emphasis on diversity and inclusion to provide sex education for all. No youth - no matter the gender, sexuality, race, or ability - should feel left out of "the conversation". The sex ed guides are adjusted to be appropriate for every age group; 8-11, 12-15, 16+ years old.

Kids and teens need to know that their curiosity for sex and porn is normal, and that sex is more than what they see online. Today we need more than sex education in school - we need parents to have **The Porn Conversation**.

Find out more about The Porn Conversation [here](#)