

Trying to Get Back on Track



In a universe only Rod Serling could appreciate, we find ourselves curiously out of sync, sexually. After years of helping thousands of people with their various dysfunctions, issues, and lack of education, we are now struggling to find our “mojo” following a brutally busy past few months. We’re still “doing” it at a decent enough pace; however, the passion and spark have been noticeably subdued, culminating in a Valentines Day that can

politely be described as pathetic. The old cliché “we treat EVERY day like it’s Valentines Day” seems to have become law, with barely an effort to exchange cards and sleep being the culmination of our “romantic” celebration. We suppose the crush of visitors all day long at our shop can serve as a justifiable excuse; after all, we’re not exactly the peppiest of couples after talking for 10 straight hours between boxing up online orders. But still, one would think we’d at least manage to snuggle a bit before the commencement of sawing logs with our eyes closed.

It helps to remind ourselves in these pages that our New Year’s resolutions were to make more money and expand our sexual horizons. Lofty goals, perhaps, but certainly not unattainable. With our inaugural Love LA Show knocking us for a 10 grand loss and business down 10% from a year ago, we’re hardly amused by our second pledge laying the proverbial egg. This brings up an interesting conundrum, that is, how do we – as sexual boutique owners – get our own passions rekindled after expending our energies helping others do the same? It seems being surrounded by every product, video, and book released in the last five years means nothing when the basics (communication, respect, caring, etc.) are allowed to flounder, even for only a few weeks. With the ever present television threatening to consume our precious evenings with mindless drivel, and a huge baseball coaching commitment about to sap even more of our already limited time, we’ll be lucky to make it to summer without seeking out the very professionals we refer our clients to time and time again.

Not all is gloom and doom, though; at least we’re aware of the issues and have faced a similar period in our marriage, even if said period did result in the formation of Freddy and Eddy to work through rekindling our enthusiasm for all things vibrating. Optimism counts for a great deal in marriage, so we’ll take the post Valentines Day slowdown to apply some juice to our depleted batteries and see if we can’t correct at least half the New Year’s resolution imbalance.



You know election season is in full swing when you can't engage in even the softest political conversation without some nosy bystander chiming in with his or her unsolicited opinions. Working out at Gold's Gym Venice, for example, which is not the quietest place in Los Angeles, we were commenting on Obama's seeming momentum gain (without, we might add, any opinion of our own regarding the matter) when some opinionated Hillary mouthpiece began a running commentary about Obama's "inexperience" and "inconsistent statements regarding Iraq," and blah blah blah. Forget that this person knows nothing about us, including who we might have voted for, what party we belong to, or anything other than one snippet of conversation she overheard; this means nothing. What matters is that she shill for Hillary at any and every opportunity possible presenting itself, no matter how innocuous it may be. Later that same day, we had the same thing happen over Indian food at Samosa House in Culver City, then AGAIN at Barnes and Noble in Santa Monica! Can't people mind their own business?

It made us want to break out some "Hankerin' for Huckabee" t-shirts.

IN closing, we've set February 8th, 2009 as the date for the next Love LA Show (yes, we're gluttons for punishment, but sometimes changing the world requires such masochism). We're looking at the same venue – Boulevard3 in Hollywood – and will be bringing in a food section, expanded seminars, and four more fashion performances. The number of vendors will be also be increased, probably in the lingerie category. Watch the website (www.lovelashow.com) for more news and tickets will probably go on sale at a discount starting in May, increasing steadily as show time gets closer. A smaller Orange County show is in planning stages, which could occur as early as July, so we'll keep you updated through our own website in addition to the Love LA site as information is available.

Freddy and Eddy – aka Ian and Alicia Denchasy – can be reached via e-mail at freddy@freddyandeddy.com or by calling 310-915-0380. Their store address is 12613 Venice Blvd., LA CA 90066 and all articles are archived on their website.