

June 17, 2013

A GEM Affiliate Acquires Christal's and Peekay

A GEM affiliate has acquired Christal's and Peekay Inc., two midsize specialty adult retailers in the United States. With the acquisition of these two businesses, GEM has merged four different brands to become a leading specialty retailer of intimate apparel and lifestyle products for adults, operating over 45 stores on the West Coast and in the Central US.

Peekay and Christal's have developed a unique brand position focusing on product education and an exceptional customer experience. Additionally, an outstanding reputation from a knowledgeable sales team and strong customer relationships has given the merged chain a leading market position. Revenues are generated via retail, wholesale, and online business lines—the award-winning retail division is dominant in terms of revenue and strategic focus. Unlike most other adult retailers, Peekay and Christal's target women and couples. Peekay was the first broad-scale adult retailer to differentiate itself as a “retailer for adults”, and the merged chain continues to bring adult retail to a more mainstream set of clients.