

## Erika Lust Profile: The Person Behind a New Era in Adult Cinema

*The pioneering filmmaker, celebrated for her ethical approach to adult cinema, has spent the past 20 years transforming the industry from within. Founding ERIKALUST in 2004, Lust has built a sex-positive entertainment empire headquartered in Barcelona, renowned for its commitment to performer safety, inclusivity, and authentic storytelling. From her film "Good Girl" to the award-winning "The Wedding," Lust's work champions consent, and diverse representations of pleasure, setting new standards in adult filmmaking*

Erika Lust, the visionary filmmaker and advocate for ethical adult cinema (see [NYT profile](#)), founded her company [ERIKALUST](#) in 2004, a global sex-positive adult entertainment lifestyle and tech company, grown from a desire to transform the adult film industry from within, despite prejudice and bias entrepreneurs in this sector face. Today it has grown into a success with over 50 employees at its Barcelona HQ and has produced several movies, including the most ambitious and expensive one, [The Wedding](#), with a total cost of 306 000 euros, which won the [X-Biz awards](#) in November 2023. The movie was notably considered "magnificent - with scenes that are really authentic and a very cute plot" by the American performer [Stoya](#), a reference in the sector.

Erika Lust is now celebrating **20 years in the industry**, having **directed 6 feature films and series, over 130 short films, and produced around 150 more.**

For the past two decades, [Erika Lust](#) has reshaped the landscape of adult filmmaking, challenging societal norms and paving the way for a new era of empowered sexuality. With her unique storytelling approach, she has captured hearts and minds, showcasing eroticism in a way that is authentic, inclusive, and respectful.

[Erika Lust](#) has been a beacon of change throughout her journey, championing body positivity, consent, and diverse representations of pleasure. She has shattered the stigmas surrounding adult entertainment and brought ethics to the forefront. Her films embrace sexual liberation, intimacy, and the beauty of human desire while maintaining a high standard of ethical production practices.

The film director and producer [Erika Lust](#) has been a key figure in the movement fighting for change firstly in the mass-produced adult film industry which was mainly led by men and was lacking some key values according to her, as well as society as a whole, building a diverse community of sex-positive creators and artists.

The idea for the company began when [Erika Lust](#) was studying Political Science and Gender Studies at Lund University in Sweden, and came across Linda Williams work on sex, pleasure and gender. She then moved to Barcelona in 2000 and as she loved the atmosphere of the film set, she started taking film classes.

Given the assignment to create a short film, she made the decision to shoot an explicit film that represented her taste, values, and showing the importance of female pleasure. This first film, "Good girl", attracted over 2 million downloads in less than two months. Receiving emails from people worldwide telling her that they loved the film and asking when the next one would be out, she didn't look back, ERIKALUST was born!

Erika Lust's directing and producing career, and now her streaming platform [Erikalust.com](#), has gone from strength to strength. She has directed over **130 short films**, **and produced around 150 more**, winning **56 awards** for her sex-positive adult cinema with relatable characters and sex scenarios, trying to go beyond gender stereotypes to offer a more inclusive and cinematic alternative to mass-produced porn.

[ERIKALUST](#) films have become known for their high standards of working practices, performer safety, consentment agreements, inclusivity, and through its non-profit organization the [PornConversation.org](#) (see [TedX talk](#)), education. From the outset the company put procedures in place that made sure that performer welfare was paramount, unseen before in the industry. As for the team behind the business, the same working practices apply, taking in consideration all areas of well-being, including health insurance, group exercise sessions and sport materials (ping-pong, volleyball to name a few) on a large outdoor area. The company has a flexible and hybrid work schedule, in a beautifully designed spacious office in the heart of Barcelona.

## Key business milestones:

- 2004 founded [ERIKALUST](#)
- 2014 founded [XConfessions](#), which produces and streams films based on subscribers' fantasies
- 2015 TEDX talk on [why porn needs to change](#)
- In 2019, Erika was named one of the BBC 100 Women's Most Influential Women of the Year
- 2021 [The Porn Conversation](#) non-profit education initiative launched
- 2022 TEDX talk on [The Porn Conversation](#) education
- 2022 Profile in the [New York Times](#)
- 2023 [ERIKALUST](#) company reached 50 employees
- 2023 Biggest budget explicit feature film for The [Wedding](#), winning XBiz (major industry award) for best film, the company's 56th industry award to date
- 2023 Featured in the BBC's Planet Sex documentary

## Press kits:

[The Wedding Press Kit](#)

[Siren Song Press Kit](#)

[Dirty Martini Sex Party Press Kit](#)

[A Man of Faith Press Kit](#)

[Rain Goddess materials](#)

[Sex Toy Story Press Kit](#)

## Erika Lust's pictures

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