

# BELLESA FILMS

## Why did you launch Bellesa Films?

Bellesa was built on a simple premise: What would adult entertainment look like if it were created in the vision of a woman since day 1?

Through shifting portrayals of women from *objects of conquest* to the subjects of their own pleasure, our mission with Bellesa Films is to continue inspiring women around the world to embrace, explore and celebrate their sexuality – unapologetically and on their own terms.

We're launching Bellesa Films because we believe that the way that sex is depicted and consumed on the internet can have important societal implications.

Because of the continued climb towards extremism, the type of sex that can be found on the Internet today is oftentimes a twisted, unrecognizable representation of sexual reality. More and more people are finding themselves confronted with an impossible choice: embrace a culture of sexuality that feels wrong on a personal level, or exclude yourself from watching porn. There's a massive misconception in porn that everything needs to be ratcheted up to the n-th degree with regard to themes, attitudes, and extremes- in terms of sex acts and visuals. All of our research runs counter to that. Sex that exists at the intersection of fantasy and reality is where the magic is. People have been craving content to which they can relate- storylines that feel authentic, characters with which they can empathize, and most importantly- sex that looks and feels **real**. Simply put, Bellesa Films is for those who want to watch something real.

## How is the actual content different than what's already out there?

Bellesa Films captures real, unscripted sex. No fake orgasms, ever. Performers are encouraged to communicate with their partner(s) throughout about what feels good/what they like. This open line of communication paired with the Carte Blanche that performers are given frees performers up to finally have real, unscripted sex- sex that *feels* good.



Sex that they're having for themselves, rather than for the camera. This distinction is both palpable and powerful.

Bellesa Films prioritizes real pleasure and emphasizes genuine intimacy. One of the ways we're able to do this organically is by pairing performers together who truly want to be paired together. Real chemistry is unmistakable, so we build on those natural connections.

Storylines for Bellesa Films often begin with a real life fantasy from one of our community members. Storylines maintain a constant tether to reality- threads are consistent and persist throughout the scene, as does the tension. Penned by Bellesa's top erotica authors, Bellesa Films takes real-life scenarios and focuses on building that tension up- way up- until it eventually reaches that boiling point. It's the place where reality ends and fantasy begins. We call it Fantasy Fuel, and it's where the magic happens.

### **How is this different from what you currently have on your site?**

The porn on Bellesa.co features shorter free samples (4-12m) of scenes from our awesome content partners, curated and edited specifically for the Bellesa community. Bellesa Films takes all of the expertise of Bellesa's Sex Gurus, pairs it with unparalleled production value and the top talent in the industry, and creates rich 25-35 minute long rich scenes that depict fantasies sourced straight from our community. Each has a storyline through which real tension is created between characters. All Bellesa Films scenes are fantasies by women, written by women, produced by women. This makes an immediately noticeable difference that both women and men report elevates the quality of content. When performers get to choose their co-star and when the sex is not scripted in any way, it means that when you are watching porn by Bellesa Films, you're watching the sex that these performers *want* to have, not the sex they're told to have.

### **Can you explain how you work with performers?**

Helmed by creative lead and acclaimed director Jacky St. James, Bellesa Films was created in order to offer a distinct product to the adult market — not only in how it prioritizes and addresses women's pleasure, or in how it utilizes hundreds of millions of data points to drive its content, but also in how the production *itself* is operated.



All Bellesa Films features begin with a fantasy, usually based on a suggestion from one of Bellesa's community members. The Bellesa team sources a powerful female performer — who then details which other performer she would most like to work with, what 'kind' of sex she wants to have for this shoot and her "dos and don'ts". She is the protagonist of the scene - and her genuine pleasure is at the forefront. A script is then written to match the chosen fantasy and type of sex.

On set, a PA constantly tends to all performers' needs (food, hydration, hygienic items, etc.). All performers must show up on set with recent STD tests. While shooting, performers are encouraged to communicate what they like and what feels good, whether or not it can be picked up audibly by the mic. On Bellesa sets, there is one golden rule: No. Fake. Orgasms. The goal of the scene is always to capture authentic, raw pleasure. You're watching sex the way these performers *want* to have it. Nothing they are doing is specifically being done for the camera, and it cannot be overstated just how much better that makes it actually *look* on camera.

### **Is Bellesa Films porn for women?**

Bellesa Films is not 'porn for women', it's porn *by* women. It's porn for everyone who wants something **real**.

Porn by women also means that it is women calling the shots every step of the way. Bellesa was created and founded by a woman. Bellesa Films scenes are both written by women and directed by women. Having a female boss in charge on Bellesa Films sets allows for a level of comfort and a feeling of safety/support for performers that unfortunately isn't always granted in the porn industry.

### **How do you want to change the way that people perceive, and consume, porn?**

At Bellesa, we believe that the porn we watch has real societal implications. It's why Bellesa Films weaves critical concepts thoughtfully into its scenes- notions like equal pleasure, consent and navigating power dynamics. By integrating these things into our content, we hope to open larger conversations about sex, consent and real pleasure. We unwaveringly believe that if we can change the kind of sex that people are watching, we can change a whole lot more.

