
Interview with Evelyn Schwarz, proprietor of BorDoll

How does handling the dolls work, given that they are not that easy to move I was wondering how the customers manage with them?

The handling of the dolls is a matter of practice or routine – once you have figured out how best to put the dolls into various positions, it is not that difficult – especially because the joints of the sex dolls become more supple with each use.

Are there customers who always book the same doll?

This is rarely the case, as the guests like to try out all the models – especially if they are still quite new or ‘virgins’... it is also evident from conversations with the men, that it is precisely this variety that they appreciate.

Do customers develop personal attachments to the dolls?

There is maybe one in every ten customers who only ever visits the same doll until it reaches the end of its service, and is then purchased by this same customer.

How great is the wear and tear on the dolls?

It always depends on how the customers handle them... fortunately, most of our guests are decent people who really take great care of our dolls, so that it's only logical that the first signs of wear and tear appear in or on the genital area... on average, a sex doll can be ‘active’ in BorDoll for about three to five months before it has to be replaced, depending on how often it is used.

Are the expectations of new customers very different from customers who have Real Doll experience?

Statistically, six out of ten customers keep coming back – the remaining four men quickly realise that it is necessary for them to be active with the Dolls, which soon becomes too strenuous for them ;)

Are there similarities among the men who book the dolls or are they all very different clients?

In principle, it is just as mixed and varied as in a regular brothel – it is mainly husbands who do not want to cheat on their wives, but who are lacking frequency and variety in their sex lives at home.

And in all probability, we also have a few more people with social shortcomings whom we count among our clients.

How did you arrive at the idea of opening the BorDoll?

I have been working as a sex service provider myself since 2011 and in 2014 I opened my own brothel and S&M studio... unfortunately I have never really had any luck with reliable, German-speaking women renting rooms from me on a regular and long-term basis... I was very disappointed by the situation, but didn't want to give up my beautiful establishment because of it – so I thought frantically about what else could be done to make money from it... after almost two bottles of champagne I remembered a report which I had seen on TV some years ago... it was about sex doll brothels in Japan, which were doing really well, and I thought to myself: why should the men there be any different from the men here!

So I sat down at my PC all night and researched – by early morning I had ordered four sex dolls as test pilots.

What was your nicest/funniest/most exciting moment working with the Real Dolls?

The nicest moment was when a client came out of the room crying and thanked us a thousand times for offering such a service... the story behind it was that he had never been able to have a real orgasm in combination with a woman, as he had always put himself under a tremendous amount of pressure to satisfy the woman first, at some point, however, he was beyond the point of being able to reach orgasm himself – but with the sex doll he was able to completely let himself go and enjoy the act for himself, because it was clear that the doll had no expectations of him.

The funniest moment was when a customer was led to the doll he had booked (the sex dolls sit beautifully arranged in two foyers with their legs crossed) and suddenly at the sight of him, said doll spread her legs, (the doll's leg slipped just at that moment because it wasn't bent sufficiently) and this of course warranted a spontaneous laugh when the madam said dryly: "Oh, look, she can't wait!"

The most exciting moment was when a man booked a day trip from New Zealand to Dortmund just to visit the BorDoll – we were all eager to see if he could make it in time... by the way, he is still a customer and comes back every three months ;)

What are your requirements for a good Real Doll? Or rather, what are your hiring 'criteria' for a Real Doll?

Meanwhile, I no longer decide myself which doll will make it into the team next, but the decision is made via a poll on our homepage – the customers have two months to vote for their dream woman, who will then be ordered... this way I can be sure to meet the tastes of the masses and avoid having a non-seller creep in.

What is your position on prostitution?

Prostitution is a very important part of society and completely respectable as long as all participants do it voluntarily or out of conviction.

Would you also want to open/run a brothel with human sex workers? If not, why?

As I already mentioned, I also run a real brothel and S&M studio with flesh-and-blood service providers – but this is only a side business because, unfortunately, working with people in this industry is very complicated.

In your opinion, what is the difference between real dolls and sex workers?

The dolls make no demands, they are always reliably on site and always perform their possible service – they are never in a bad mood, are not annoying or causing any trouble – they don't get sick, pregnant or take drugs – they don't lie or steal from me – they always look good and can be transformed into a completely different 'role' via wigs, clothes and make-up ;)

Do you consider Real Dolls as a source of relief for sex workers? If yes/no why?

Definitely, I like working with the dolls a lot because they are a great sex toy with which you can do a lot of things – for example, if a man books me (as a dominatrix) and a sex doll as a duo, we usually have a lot of fun ;))

Do you consider the Real Dolls as competition for sex workers? If yes/no, why?

I definitely don't see them as competition, because I know how to properly deploy them – however, there have been colleagues who were extremely jealous of the dolls because the doorbell rang for the sex dolls more often than for them... of course, if I had been in their shoes, I wouldn't have been unaffected by this either – but then you just have to start thinking about why it is the case.

Do you think that Real Dolls or Real Doll brothels will replace prostitution in the future?

I am a bit sceptical about that... with brothels, depending on changes in the law, it is quite possible that only sex doll brothels will remain (in Germany)... with prostitution, however, it is quite clear that it will always exist, in one form or another.

Do you know what sex workers think of the brothel, are you in communication?

As I described earlier, there are sex workers who were/are jealous of it... however, sex workers who are creative are more likely to benefit from it.

Do you have a personal bond as an 'employer' with your 'employees', the Real Dolls?

Personal bond is perhaps a little too excessive, since it is still just a piece of silicone – but sometimes you do feel a little sorry for a doll when some hooligan strays into the BorDoll and you find it completely twisted, smeared and dishevelled – then it can happen that you comfort it with words during the 'restoration process' and get upset about the last customer ;))

Are there critical issues about working with the Real Dolls?

Yes of course... economically it is not as profitable as a brothel with live sex workers, because of the material costs... in addition, the dolls can only offer a passive service, which does not appeal to all men... furthermore, the selection of the dolls is made more difficult by regular changes in the law, they are not allowed to possess any youthful features, i.e. they are not allowed to be too small in height or too flat in the chest area, and they are not allowed to have youthful facial features or to be portrayed as a school girl with pigtails... some things are perfectly understandable, but difficult to implement, because most sex dolls come from Asia and therefore also have an Asian look or elfish facial features, etc. (with a real service provider, on the other hand, it is sufficient to present an ID card, and if it says they are an adult, then almost everything is allowed).

Are there limits to what the customers can do with the Real Dolls?

New customers are always given a short introduction by the madam, which includes the no-go's, such as the joints should only be bent into human positions, otherwise they break, or the dolls should not be scratched or bitten, otherwise the silicone may be damaged.

How many real people work for you? How many people does it take to work a single shift in the BorDoll?

There are currently three of us – there is always one madam on site with me per shift, that way we can take turns with the respective tasks, i.e. when she is instructing a customer or making appointments on the phone, I attend to the cleaning of the dolls, etc. and vice versa.

Are there spaces where clients can talk/exchange with real people (employees or other clients), e.g. a bar?

We keep everything very discreet and schedule it so that the guests don't encounter each other, which is what most of the men want... the only exchanges that take place are between the customers and the madams or me... and at the end there is always the so-called feedback.

Are there also female customers or rather, are women allowed to enter the BorDoll?

Women are also welcome here – they usually visit BorDoll together with their partner.

What do men get from a doll that they don't get from a woman, or what attracts them to them?

Many men have been disappointed by real service providers and come to BorDoll because their expectations are met here – but some men are simply not in the mood for unnecessary blah blah, but most are married and don't want to cheat on their wife.

How are the dolls cleaned?

The actual cleaning process is, of course, a trade secret – but it is important to note that the dolls have to be showered after each use, disinfected with specified products and powdered, as well as re-dressed and made up.