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IN LUST WE TRUST
Adventures in Adult Cinema

by Gerrie Lim
(Bestselling author of *INVISIBLE TRADE*)

“No one else has written about our industry with as much edgy eloquence or literary flair.” – Asia Carrera



SINGAPORE, 5 MAY 2006—In 1995, intrepid Singapore-born journalist Gerrie Lim was living in Los Angeles and writing about music for various publications, including *Billboard*, *LA Weekly* and *Playboy*, when he got a call from a producer to work on a project for Spice, the adult cable channel. Lim accepted the job and embarked on a bizarre ten-year journalistic adventure covering the adult film industry. In his provocative new book, **IN LUST WE TRUST** (Publication Date: May 2006; Price: S\$22.50; ISBN: 981-05-5302-1), Lim chronicles his wild ride in the mysterious world of triple-XXX cinema.

After that first gig, Lim proved so adept at writing about the ins and outs of adult film that he landed a regular column called “Cinema Blue” for the magazine *Penthouse Variations*, under the nom de plume Drew McKenzie. About these early days Lim writes, “*And so I navigated the world of gorgeous women with perfect hair and pendulous breasts, armed with the best disguise: I was a bespectacled Asian guy with a prep-school vocabulary and graying Bruce Lee hair, who carried around the film sets three vital things: a notebook, a tape recorder, and an attitude.*”

IN LUST WE TRUST gives readers a fascinating and sometimes humorous look at what it’s like to be on the set of an adult film, often shot inside ordinary looking homes in the San Fernando Valley. Lim writes, “*Everything is done with a modicum of secrecy. Both cast and crew are told to park their cars a discreet distance away from the house. But funny things do happen, like the time two girls, Gwen Summers and Jessica Drake, attracted police to the house because a neighbor had alerted them to screams. When the cops arrived, they discovered that it was Gwen who’d been screaming in ecstasy.*”

While porn might seem like a left-of-center, behind-closed-doors business, it is actually big business to the tune of US\$13 billion dollars per year. And Gerrie Lim was in the epicenter of the high end of the business, interviewing the top girls who were working for the top studios, like Vivid Video and Wicked Pictures. The women he interviewed are serious businesswomen with legendary status in the industry, the likes of which include Traci Lords, Jenna Jameson, Asia Carrera, Nina Hartley, Silvia Saint and Singapore’s own Annabel Chong. In his interviews Lim reveals how these women got into the business, how they maintain normal lives, their contractual obligations, and the occupational hazards. Most interestingly Lim writes about how he managed to keep his journalistic composure while interviewing voluptuous, naked porn stars: “Writing about porn and cultivating the eloquence to do so was one thing, but getting used to the company of these highly sexual women was another... My sanity, and theirs, was at stake.”

In the chapter entitled “Lust on the Orient Express,” Lim writes about the most famous Asian porn stars including Asia Carrera and Annabel Chong. He includes excerpts from Carrera’s personal diaries (previously unpublished, and reproduced with her permission). Both women discuss their Asian background and how it shaped the career choices they made. It was Chong who pointed out to Lim that they are the only two Singaporeans in the adult film industry. Throughout **IN LUST WE TRUST**, Lim explores the strange correlation between being from Singapore — a country where porn is illegal and banned — and reporting on such a unique industry. He asks himself, “How did this happen to a guy from a squeaky-clean country like Singapore?” While **IN LUST WE TRUST** is a fascinating exposé of the adult film industry, it is also a bravely candid memoir of Gerrie Lim’s odyssey into a world few ever get to visit.

About the Author

Gerrie Lim is the bestselling author of three previous books: *Invisible Trade: High-Class Sex for Sale in Singapore* (Monsoon Books, 2004), *Idol to Icon: The Creation of Celebrity Brands* (Cyan Books/Marshall Cavendish, 2005) and *Inside the Outsider: A Decade of Shooting the Pop Culture Breeze* (BigO Books, 2001). He spends his time in Los Angeles, London, and Singapore.

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By Gerrie Lim

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