

## Bunny Lingers

In 2003, *Playboy* celebrated its 50th birthday. A little belatedly, perhaps, publishers Taschen have commemorated the venerable magazine's half century with a classy new book. Essentially, it's an updated version of an earlier volume which was published to mark *Playboy*'s 40th; but with 86 extra pages, this new volume brings the *Playboy* story pretty much up to date. It also contains tasty extras such as newly restored photos of the nude Marilyn Monroe from the historic session which gave *Playboy* its very first centrefold.

These days, *Playboy* comes across as a little old-



fashioned when compared with the new generation of men's lifestyle mags. In fact, Hugh Hefner's empire is seemingly sustained by the intensive franchising of the iconic bunny logo, which can be found adorning everything from knickers and men's shirts to (controversially for some) childrens' pencil cases.

However, when he produced the first issue in 1953, the young Hef tapped right into the zeitgeist and *Playboy* can legitimately claim to have influenced the attitudes of the American nation at the dawn of the sexual revolution. For better or for worse, it has also helped shape notions of female beauty: the unerring template being blonde and fluffy with big bazoomas. But with over 1500 pictures culled from the *Playboy* archives including lots of naked flesh, this beautiful, very comprehensive retrospective is a fitting tribute to an era-defining magazine. And it comes at a great price too!

***The Playboy Book: 50th Anniversary Tribute (Taschen) from good bookshops or mail-order from Moondance (see separate ad)***

