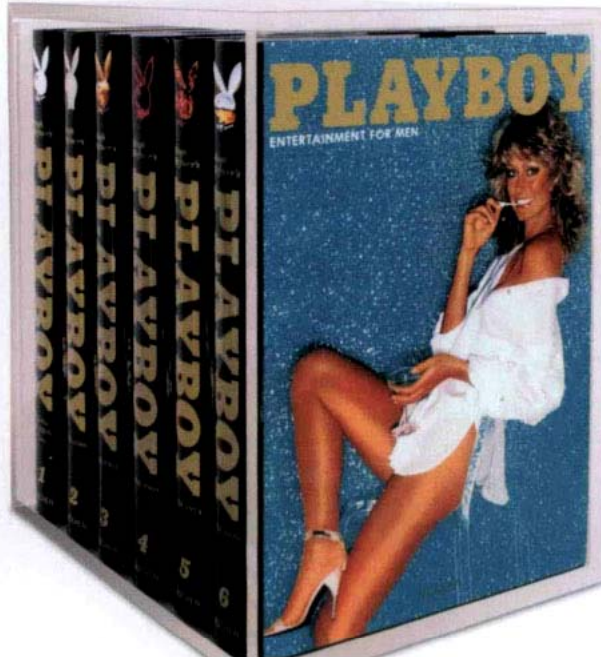


12 Hugh Hefner's Playboy

The Huffington Post

Is this the last word on the first men's magazine? Taschen, the publisher that doesn't so much gild pop culture as recast it in solid gold, has created a six-volume, 3,500-page tribute to *Playboy's* first 25 years, in a limited-edition of 1,500, with all the centrefolds, classic articles and a visual biography of Hef, the man who proved the old adage that more blondes

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have fun. Also in the Plexiglas slipcase: a facsimile of the first issue and a swatch of Double H's actual jimjams.

The clincher An investment: Taschen's Helmut Newton book is worth nine times its 1999 price. £900. taschen.com