Playboy

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The life of Hugh Hefner



Actor Matt Whelan is playing *Playboy*'s founder

He was 27 years old, had 500 dollars in his pocket and a great idea: to create a magazine only for men. The first issue was published in 1953. The rest is history. Today probably everyone knows Hugh Hefner's invention: the *Playboy*.

But who is the man behind the magazine that had a formative influence on several generations of men and promoted the sexual revolution across the world? The documentary series „American Playboy: The Hugh Hefner Story" provides answers to these questions. Fans of *Playboy* are able to access the first episode of the ten-part series for free on playboy.de for a week. The entire German version is also available to members of Amazon Prime Video.

The success story of Playboy's founder

The creators of the ten-part documentary series about the life and work of *Playboy*'s founder, who is 91 years old today, had access to around 17 000 hours of video material and 2600 scrapbooks from Hugh Hefner's private archive. Hefner also took part in the production himself, contributing many previously unpublished anecdotes. The original footage alternates with newly shot scenes, in which actor Matt Whelan takes on the main part of the founder of the world-famous men's lifestyle brand. Director Richard Lopez and

Emmy winner Tim W. Kelly's team of authors portray Hefner's career in ten episodes. The elaborately staged series shows six decades of the life of the *Playboy* boss, starting with the tumultuous early years of his magazine in 1950s America, his fight for civil rights and sexual self-determination, such as the rights of homosexuals, to *Playboy*'s rise as an international brand.

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