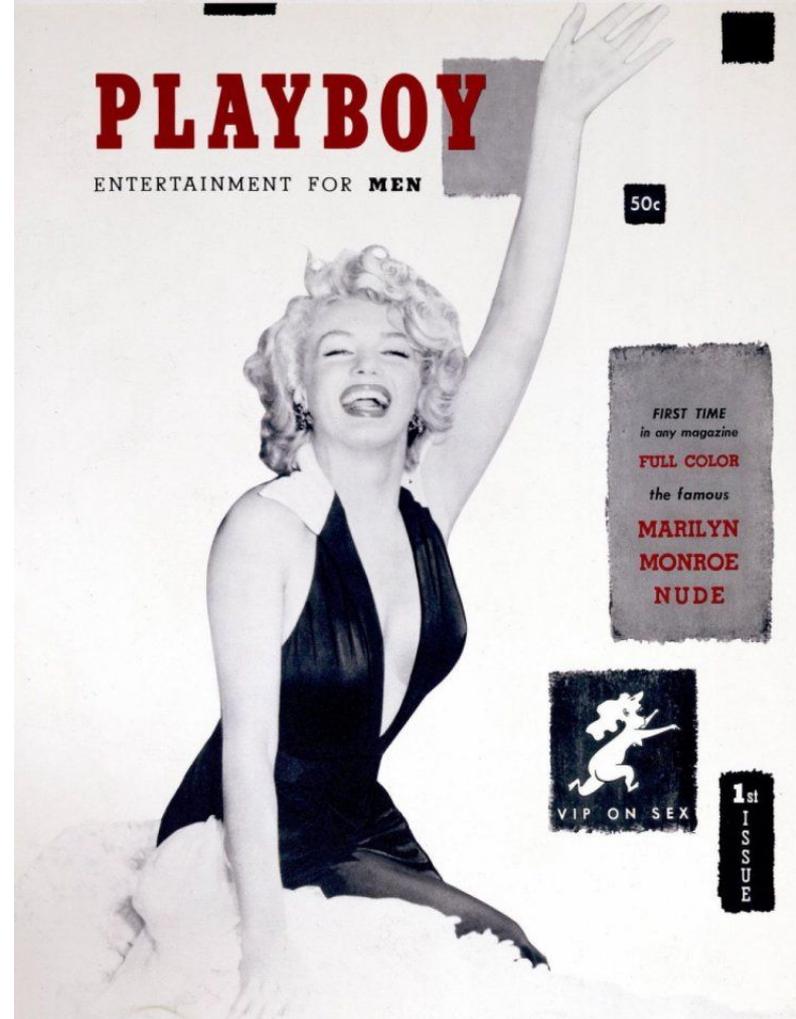


# The Impacts of Playboy on Society Throughout Time

Beverly Chetram | Communication Design  
Theory - Spring 2022

# Theory

Over the course of time, Playboy has impacted society and influenced sex culture through its publications. As times are changing, so has the publication; keeping up with the status quo within printed media. Playboy has made major culture impact on society from a nationwide to an international spectrum.



Marilyn Monroe on Playboy's first-ever cover, December 1953  
Playboy

# What is Playboy?

**Playboy**, American magazine aimed for men, that was first to present female nudity. Its contents was sexually oriented material in a relatively sophisticated format. With an upscale way to present luxury and sexuality.

**Hugh Hefner** was a former sociology student of Northwestern University, He started Playboy magazine in Chicago in 1953. The first printing of 50,000 copies, which featured Marilyn Monroe on the cover, which sold out pretty quickly.

The logo of *Playboy's* parent company, Playboy Enterprises, Inc., depicting the head of a rabbit in a tuxedo bow tie, eventually became one of the most-recognized trademarks in the world.



Marilyn Monroe on the first cover of Playboy in December 1953.

Women were clothed but the style of garments are more revealing of skin than the modern times within fashion

Being the first issues of Playboy, of a modest time. We have Marilyn Monroe posing for the cover in December of 1953.

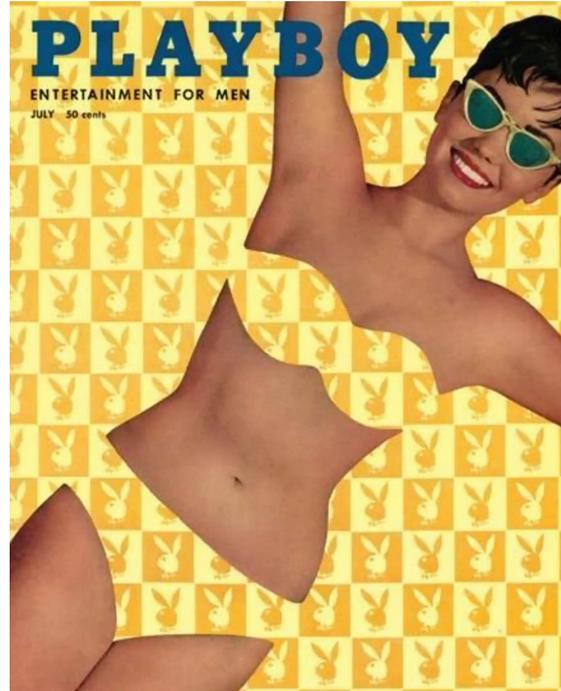
She had not posed for the magazine, but Hugh Hefner bought the famous nude photo by Tom Kelley from the John Baumgarth Calendar Company, and initially called the picture featured inside “Sweetheart of the Month.”

PLAYBOY  
MAGAZINE  
SECOND ISSUE,  
JANUARY 1954

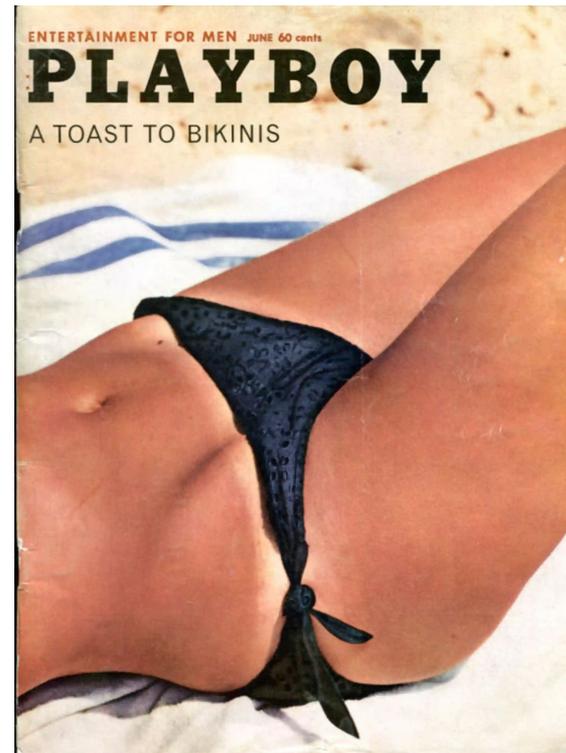




An illustrated cover from November 1957.



Actor Agnes Laurent in July 1958.



June 1962 was the first time a bikini was seen on the cover.

ENTERTAINMENT FOR MEN

OCTOBER 1971 • ONE DOLLAR

# PLAYBOY



BUTKUS: MR. MEAN  
THE PORNO GIRLS  
YOUR JAZZ AND  
POP POLL BALLOT  
FOUR POEMS BY  
YEVTUSHENKO  
FALL AND WINTER  
FASHION FORECAST

Although this may not be her first magazine feature, Darine Stern became the first African-American playmate to feature on its cover.

Playboy has rarely shied away from controversy and a documentary in 2010 titled Hugh Hefner: Playboy, Activist And Rebel even suggested its charismatic founder was at the vanguard of race issues in the 1960s.

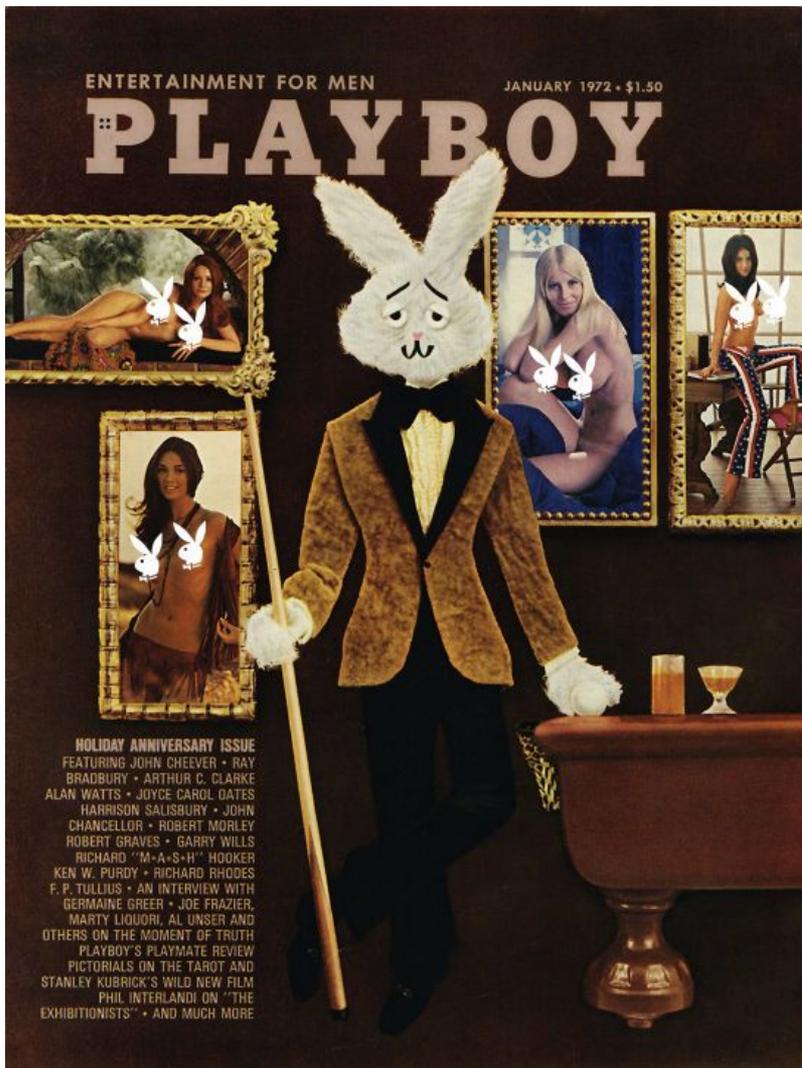
When Playboy clubs in the segregated South started turning away black 'key'-holding members, Hefner bought back the franchises and opened them up to all members, regardless of race.

The November 1972 edition of Playboy sold 7,161,561, making it Playboy's best-selling issue ever. The edition's centrefold shoot also became a standard test image in the field of image processing, used to test and compare techniques between labs.



Playboy's best-selling edition, November 1972 Playboy

Darine Stern, in October 1971, was the first black woman to appear on the cover.



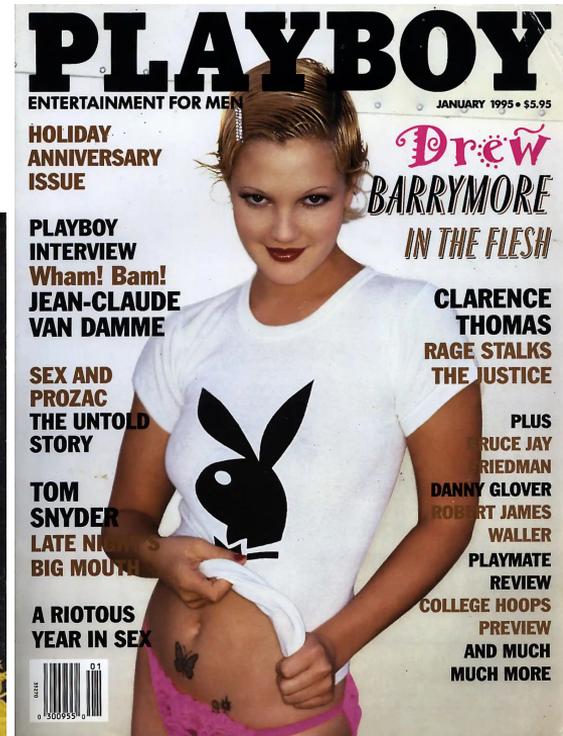
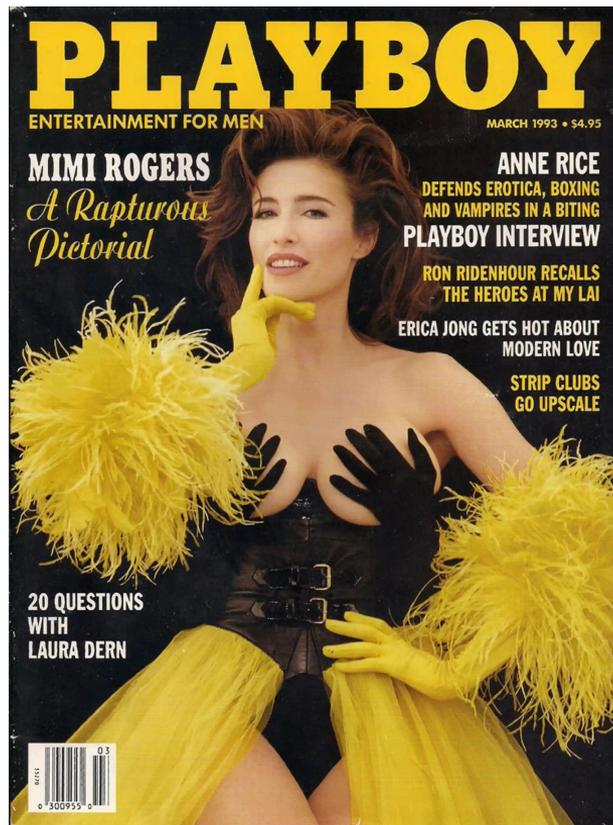
When Penthouse first came to the US, ready to challenge Playboy on its own patch, it was already showing pubic hair. As the competition – dubbed 'the Pubic Wars' by Hefner – heated up, Playboy slowly showed more and more of their models, until January 1972, when Marilyn Cole went full-frontal as the issue's centrefold.

January 1972 – Playboy's first centrefold with full-frontal nudity



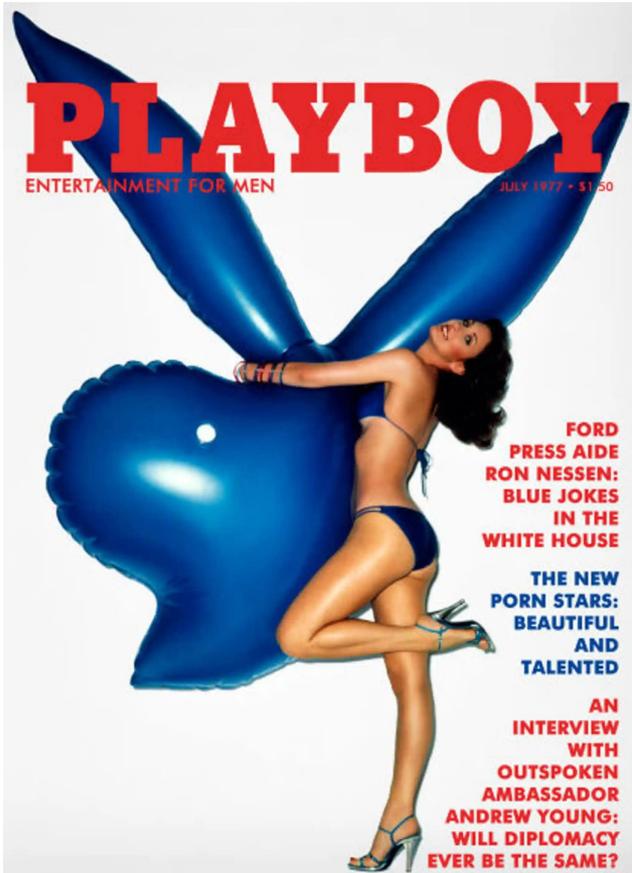
The summer issue from August 1982.

Mimi Rogers from March 1993.



Drew Barrymore in January 1995.

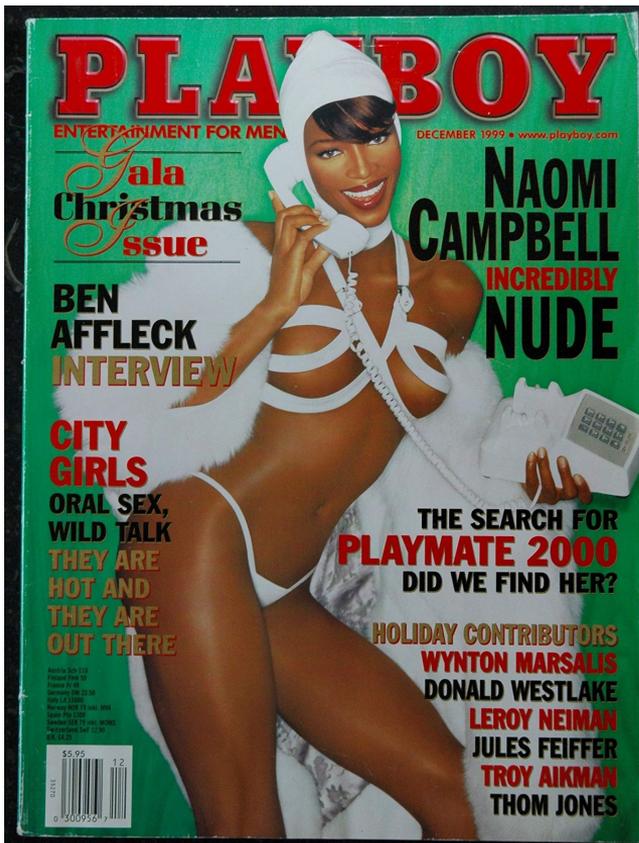
A giant inflated Playboy logo on the July 1977 cover.



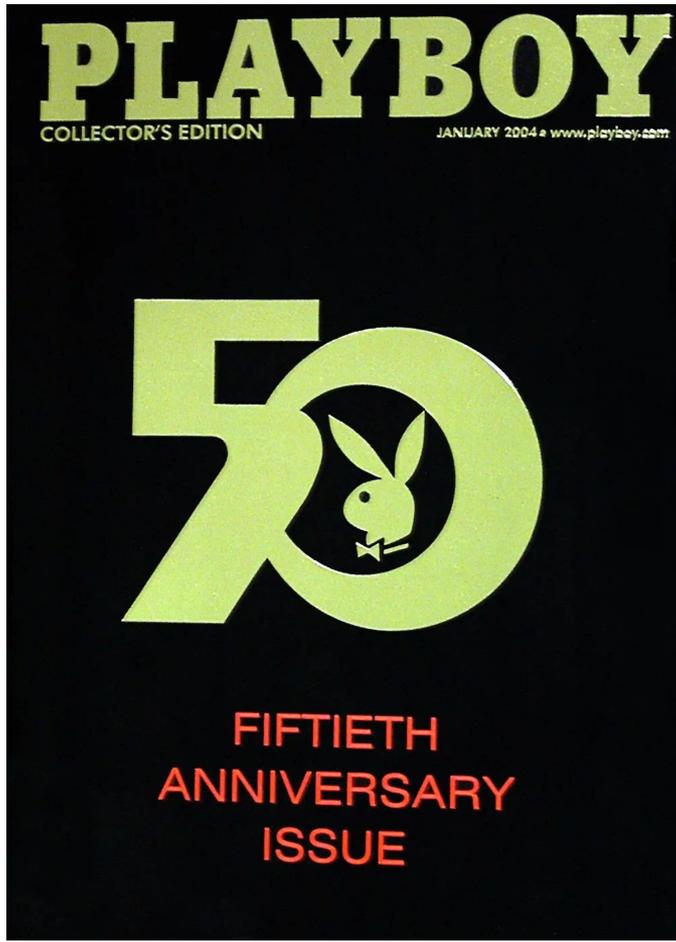
One of a series of photoshoots that courted a significant amount of controversy for the magazine, Playboy's Women of the US Government issue featured pictures of government workers semi-nude. Two navy employees were court-martialled and honourably discharged for appearing in its pages. Playboy also published Women of the Ivy League and Women of Wall Street issues – both were attacked as plain objectification.



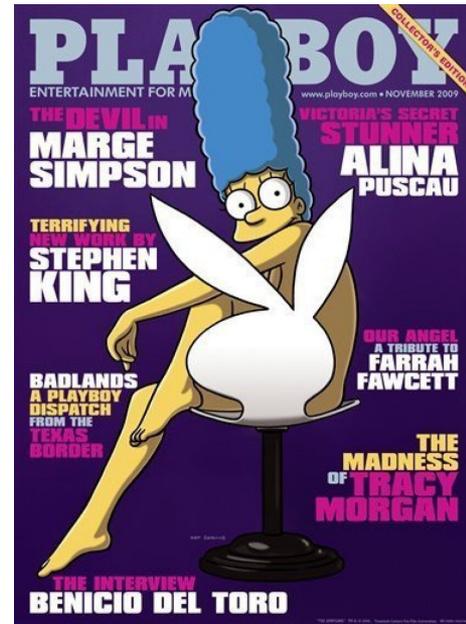
November 1980 featured US government employees -two female US navy workers were honourably discharged after posing in the issue.



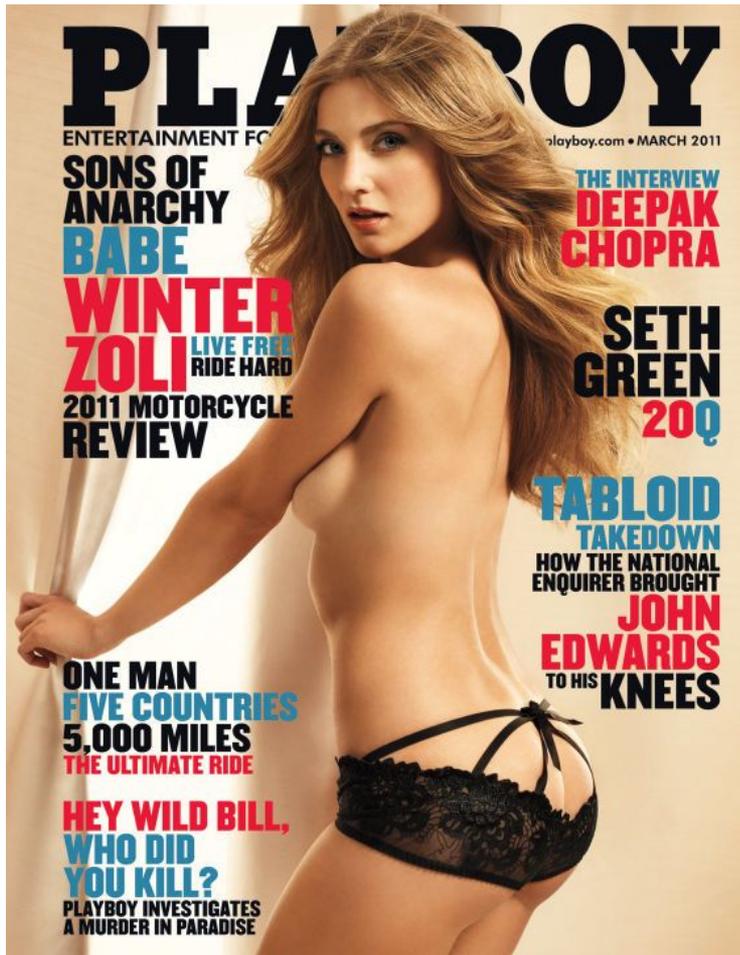
Naomi Campbell, December 1999



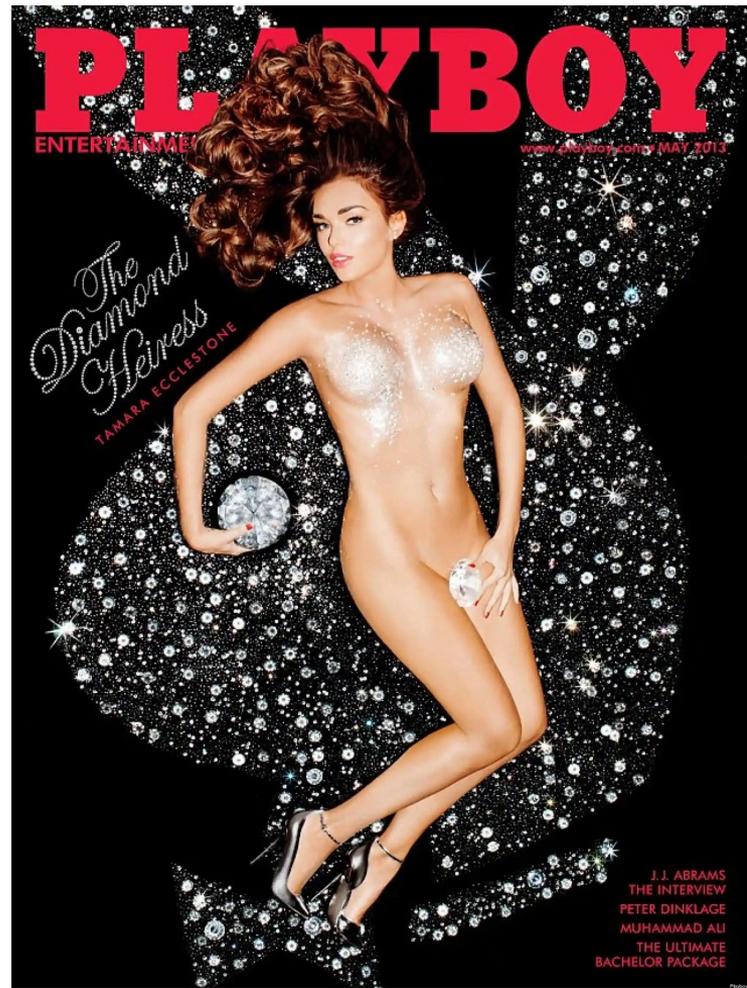
The 50th anniversary issue in January 2004 didn't show a woman on the cover.



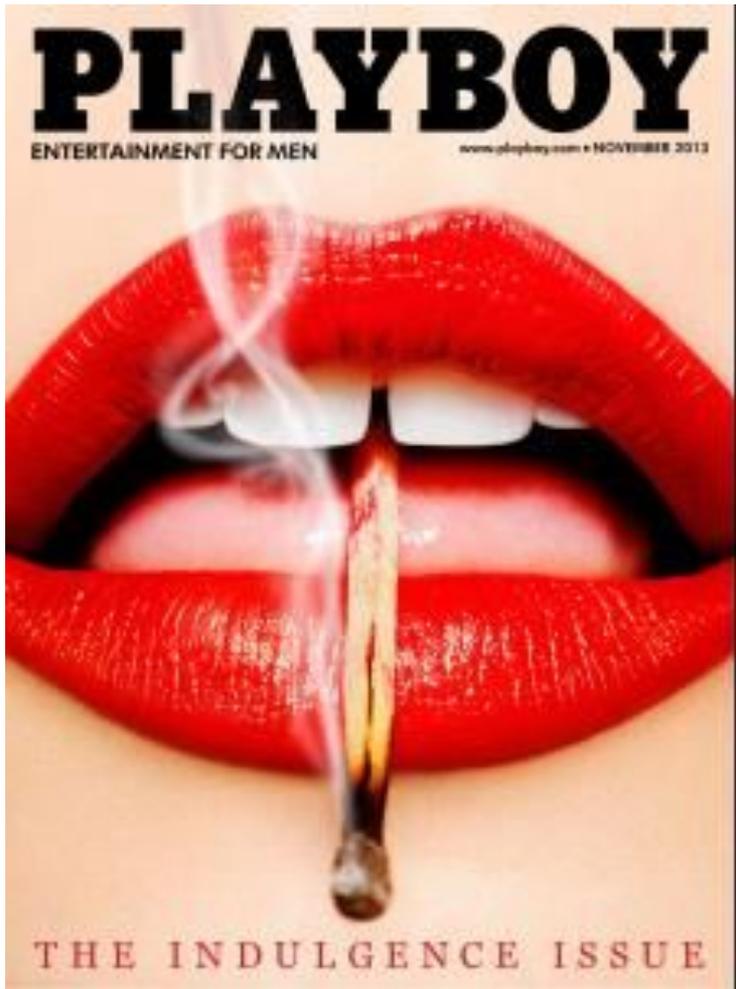
Marge Simpson, 2009



Playboy's March 2011 cover Playboy



Tamara Ecclestone in May 2013.

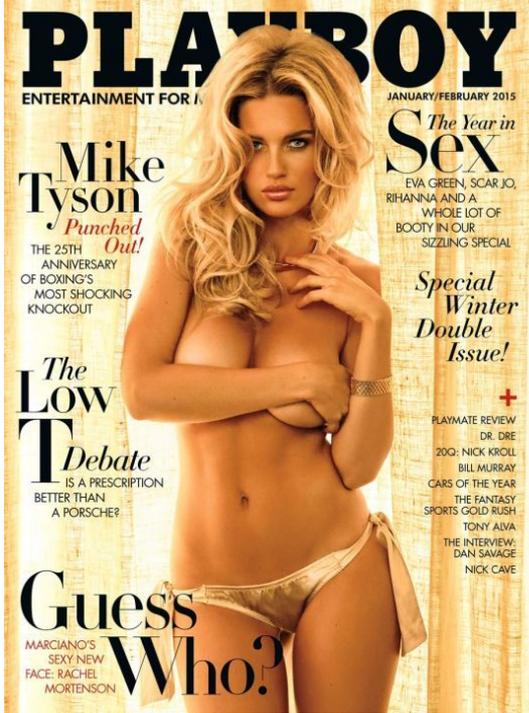


Lauren Young, November 2013

March 2011, Hefner already owned 70% of Playboy Enterprises, he sought to buy back the rest of the publicly owned stake in 2010, completing the deal in March 2011 for \$207.3m, making the company private again and bringing it firmly back into Hefner's control. Gaining more control on magazines content.



Playboy's January/February 2014, 60th Anniversary Special featuring Kate Moss Playboy



Playboy's January/February 2015 issue

From March 2016, Playboy magazines had planned to stop featuring pictures of naked women in an attempt to embrace a modern, hipper image. The magazine's sales to have steadily fallen since its heyday and the company reported a spike in online traffic after making the website nudity-free late last year. The magazine planned to still feature photoshoots of women in provocative poses but they won't be nude.

Playboy aimed to market itself at modern, young, city-dwelling men and hopes this change will help.



Playboy @Playboy · 7h  
Our March/April 2017 cover #NakedIsNormal [ply.by/egCyZn](https://www.ply.by/egCyZn)



**Playboy magazine has announced it is bringing back nudity, reversing a decision they made.**

The move was announced by Playboy's new chief creative officer Cooper Hefner, who said the decision to remove nudity entirely "was a mistake".

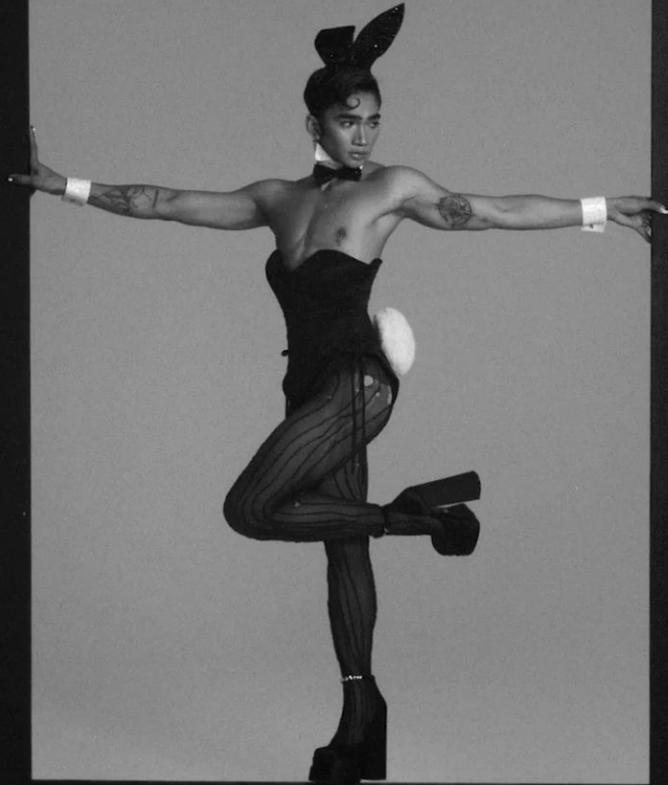
"Today we're taking our identity back and reclaiming who we are," **he tweeted**.

The US magazine also promoted its March-April edition with a picture of its playmate of the month with the hashtag #NakedIsNormal.

Some social media users welcomed the U-turn, describing it as a "good call", while others said the decision was taken "because the magazines weren't selling too well. Too bad free porn is still easy to access".

On Monday, Mr Hefner wrote: "I'll be the first to admit that the way in which the magazine portrayed nudity was dated. "Nudity was never the problem because nudity isn't a problem," added the 25-year-old son of Playboy founder Hugh Hefner.

# PLAYBOY

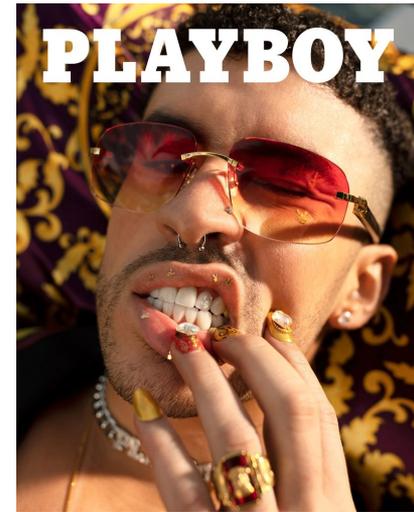


The social media influencer and makeup guru is the first gay man to appear on the magazine's cover.

“For Playboy to have a male on the cover is a huge deal for the LGBT community, for my brown people community and it’s all so surreal,” Rock, who is Filipino American, said. “A total ‘is this even f----- happening right now?’ type of vibe. And I’m so pretty.”

Rock is the third man to appear solo on the cover of the cult-fave publication — known for its high-gloss nude photographs of women — following the magazine’s founder, Hugh Hefner, and the musician Bad Bunny, who [appeared](#) on Playboy’s digital cover in 2020.

The social media star’s historic appearance on Playboy’s cover also marks the latest instance of the magazine breaking barriers for the LGBTQ community.



Bad Bunny on the cover of Playboy. November/December 2017 Digital Issue

"The music industry and society in general [treat women] like they're nothing," Bad Bunny expressed. "Women are human beings and deserve respect and the same treatment as anybody else."

Bretman Rock has become the first gay man to grace the cover of Playboy magazine. October 2021 Playboy Digital Cover

## Design Anarchy Kalle Lasn | 2006

‘We are a global network of artists, writers, environmentalists, teachers, downshifters, fair traders, rabble-rousers, shit-disturbers, incorrigibles, and malcontents. We are anarchists, guerrilla tacticians, meme warriors, neoLuddites, pranksters, poets, philosophers, and punks. Our aim is to topple existing power structures and change the way we live in the twenty-first century. We will change the way information flows, the way institutions wield power, the way the food, fashion, car, and culture industries set their agendas. Above all, we will change the way we interact with the mass media and the way in which meaning is produced in our society.’

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