

Beat: Arts

## **PLAYBOY ENTERPRISES UNVEILS U.S. RETAIL STRATEGY WITH LAUNCH PLAYBOYSHOP.COM**

### **NEW E-COMMERCE WEBSITE**

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**USPA NEWS** - Playboy Enterprises, Inc. unveiled November 10, a major e-commerce initiative with the launch of PlayboyShop.com, a brand new mobile responsive online store featuring newly designed apparel, barware, accessories, one-of-a-kind handmade items, and more...

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The new shopping destination is being launched in the midst of a total brand transformation at Playboy, which has seen the introduction of a successful safe-for-work website, Playboy.com; the addition of an on-the-go extension of the innovative men's brand via the Playboy NOW app; and the highly-anticipated reimagining of Playboy magazine, set to make its debut with the March 2016 issue.

From handmade, limited edition items, such as custom cigar boxes and classically crafted cardigan sweaters, to heritage items, like Ebbets Field Flannel jerseys and hats, PlayboyShop.com shines a spotlight on the iconic American cultural institution that is Playboy. Modern apparel comprised of hoodies and T-shirts feature the magazine's vintage covers, fresh twists to the renowned Rabbit Head logo and pay homage to the U.S. Military with a 1960s replica patch worn by Air Force Academy 19th Squadron Cadets. Beyond the men's shop, selections are available for women, home and travel with more than 2,000 SKUs.

Among the current high-end items on PlayboyShop.com is the TASCHEN-published limited edition bookset, Hugh Hefner's Playboy, which retails for \$1,300. The hard-bound, six volume anthology features the very best of Playboy magazine's first 25 years, with a selection of each era's spiciest centerfolds, alongside articles on art, design, architecture; writings by literary legends Gore Vidal, Norman Mailer, Ian Fleming, Jack Kerouac, and Ray Bradbury; and historic Playboy Interviews with Martin Luther King and John Lennon.

Source : Playboy Enterprises, Inc.

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