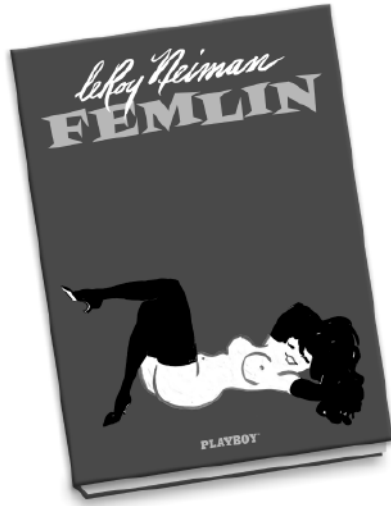


LEROY NEIMAN: FEMLIN

M
PRESS



LEROY NEIMAN: FEMLIN

When LeRoy Neiman and Hugh Hefner met in the early 1950s, while Neiman was doing women's high fashion drawings and Hefner was a copywriter in a Chicago department store, neither could have predicted that a twelve-inch woman called Femlin was waiting in the wings. But Femlin is mischievous. She's spunky. And she knows how to strike while the iron is hot.

Fifty years later, Femlin is still going strong and sassy. Neiman has drawn her for every issue of *Playboy* for the last half-century, showing her at play, at sport, and at her ease. Wearing her trademark heels, stockings, and gloves—and not much else—Femlin has become a beloved icon of *Playboy* . . . and a celebrity in her own right.

M Press is honored to present fifty years of LeRoy Neiman's Femlin drawings, some of which have never before seen in print. With text and images by Neiman, and an afterword by Playboy founder and publisher Hugh M. Hefner, the Femlin is shown in all her flattering historical light. As she says "It's about time I got my own book!"

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Writer: LeRoy Neiman, Hugh Hefner (afterword)

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AUTHOR BIO

World-renowned artist **LeRoy Neiman** broke the barrier between fine art and popular art with his brilliantly colored, energetic depictions of life in America and abroad. Best known for his paintings of sporting events and cultural life in the twentieth century, Neiman is one of the most popular artists living and working today. He has published fourteen books of his work, won numerous awards, and is included in collections of some of the nation's top museums, all while maintaining his status as a key artistic contributor to *Playboy* magazine since its earliest days.

Founded in 1953 by **Hugh M. Hefner**, *Playboy* magazine has been a defining force in popular culture in print, television, and entertainment for more than fifty years. *Playboy* continues to be the world's best-selling men's monthly magazine.

KEY SALES POINTS

- LeRoy Neiman has sold more than 150,000 fine-art prints and paintings, which *Manhattan* magazine declares, "have an estimated market value exceeding \$400 million." This book will be a must-have for the Neiman collector!
- The popular-art market, which has supported Neiman through his years as *Playboy* illustrator and artist, will want to have this book.
- Fans interested in other Neiman themes—including sports and glamour art—will want to add this book to their collection.
- Readers of *Playboy*—more than three million of them—will want to see more of the Femlin in action over her fifty-plus years of existence!

PROMOTION AND PUBLICITY

- *Playboy* will celebrate the fiftieth anniversary of the Femlin with a special feature in the August 2007 issue of *Playboy* magazine.
- Promotion and publicity in *Playboy* magazine and on Playboy.com
- Promotion and publicity on Neiman's official website, <http://www.leroyneiman.com/>
- Promotion and publicity through the Franklin Bowles Galleries (www.franklinbowlesgallery.com) in both New York and California.

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