

PENTHOUSE

THE INTERNATIONAL MAGAZINE FOR MEN

THE SHAMELESS ISSUE

UTAH'S
GOVERNOR
WANTS TO
HANDLE
YOUR PENIS

LANA RHOADES
BLOWS A GASKET

IDRIS ELBA TALKS
JAMES BOND

KURT BUSCH IN A TAILSPIN

SISTER WIVES MAKE
SINNING HOT

SALUTING
NOELLE
MONIQUE
BORN ON
THE 4TH
OF JULY

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JULY/AUGUST 2016

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FROM THE EDITOR

IT'S summer...and I suppose I should write something about the long days and the short skirts. About the beach weather and the lazy afternoons. About day-drinking and summer vacations. Truth is, I really don't care much for summer anymore. Don't get me wrong, I love that we have more daylight, I love the weather, and I love the short skirts...but all of those things make being cooped up in an office that much worse. Summer hasn't been summer since I was in school, and it is positively miserable to look out the window and see the world celebrate a season while I'm stuck at work.

But who really cares about what I think? I can feel any way I want about summer as long as I don't ruin it for the rest of you. And, perhaps in the most obvious of cheesy segues, this got me thinking about the Shameless Issue. We called it the Shameless Issue because (for the most part) it features those who really don't care much about their actions as they relate to our ideals or opinions. This can be a positive in the way that Noelle and Lana strip down in the name of showing us a good time; and this can also be a *negative* in the way that Utah's religion-fueled government is trying to tell us when and how we should use our dicks.

I guess everyone should have the freedom to make his own decisions, be it about summer, clothing (or lack thereof), or how to use his penis. But realize that your beliefs and values are personal. Liberate or limit yourself all you want...just don't fuck me over in the process.

Raphie Aronowitz

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Donald Duck comics were once banned in Finland because Donald doesn't wear any pants.

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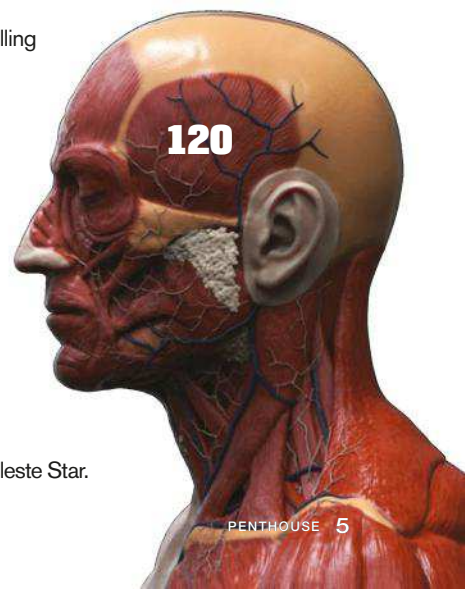
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Paulini, May 2016 Pet of the Month



MAIL DOMINANCE

DON'T FEED THE PETS

So we're in this together, huh? Seems like somebody should have asked the readers/subscribers about making any changes before they are done if we are in this together. Apple vs. the FBI was an OK piece of writing though, but Penthouse has always been about "super-hot" women. Then we get scrawny not hot women like the skinny, flat-chested Pet of the Month Paulini. If I wanted to look at anorexic flat-chested women I would pick up a Victoria's Secret catalog. As you mentioned in the May issue, change is ongoing. I'm sure you will need some time to get things running smoothly and put out the quality product that Penthouse has long been known for. I've respected Penthouse magazine for a very long time and agree that it is worth saving. I will stick around to lend my support in the hopes that Penthouse can once again be a higher standard of hardcore.

—A.C. via email

Ed: Victoria's Secret? You are one of the lucky ones! I had to make do with the Sears Catalog and some back issues of National Geographic. Rough! Fortunately for both of us, Lana Rhoades (the August POTM) has some meat on her bones. Enjoy.

PROBABLY A COMPLIMENT

I just read your Letter From The Editor in the May issue. I believe you're correct that changes are needed. Not just for the survival of Penthouse Magazine, but also for it to thrive and enjoy greater success. My

hope is that, like Guccione knew very well, you know that the readers are all-important in more ways than just their subscriptions.

The reader is Omni-Important.

The reader is NOT holding a copy of Penthouse magazine just to be directed to the web site.

Even the reader who reads the publication and, I'm quoting you here, "wants boners every once in a while," is also smart enough to want more from the images than just prurience. NO ONE wants to feel stupid after jacking their hog to a magazine.

The reader will always relate most to other readers since the reader is not the publisher.

I'd like to say one last thing here because I've already taken up so much of your time. If you want this to be a conversation I'll be happy to hear back from you.

I'm looking forward to the tinkering you're planning to do with what's under the hood.

—Christian Aragon via email

Ed: Um...thank you?

POST HASTE

I just ADDED another year to my subscription. Best that I have seen the magazine in YEARS! I'm glad that it says The International Magazine For Men again. The photos look more natural, the articles are better.

—Wylie Lestat via Facebook

Ed: Thanks, Wylie! We're excited about the new format as well! Plus, our airbrushing guy needed a little R&R.

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LETTER OF THE MONTH

CHRISTMAS IN APRIL

APRIL and I were college roommates, and although those days are behind us, we still stay in touch. Usually, April would spend Christmas with her boyfriend's family, but they had broken up a few months earlier, so that wasn't happening this year. To distract her during the holiday season, I decided to visit April and stay with her for the holidays—plus, I didn't have any plans of my own and we were due for a girls' night. On Christmas Eve, we stayed in, shared a couple of bottles of wine, and watched a romantic comedy. Our plan was to sleep in the next day and exchange small gifts whenever.

I woke up on Christmas Day to the running shower. April was already awake. I stayed

in bed enjoying the fact that I didn't have anything to do or anyplace to be...until I realized that the shower had been running for quite some time.

I got up and knocked on the bathroom door. The shower stopped and I heard April call, "I'll be out in a sec." She sounded a bit odd, and I wondered if she had been crying.

Thinking that she might need some cheering up, I went back to the guest room and got the gift I had planned to give her later. When I heard her return to her bedroom, I knocked on the door and she let me in.

She was still in her bathrobe, and she looked kind of sad, so I just held out the gift. She opened it and gave a snort of laughter. I'd given her a hot pink dildo, the brightest, most obnoxious one I could find.

"I figured you needed it," I said, and we both started giggling. She moved to give

me a hug and her robe slipped open.

Without thinking, I said "God, your tits are fantastic. Steve was such an idiot to leave you."

"Really?" she said, still laughing a bit. "I've always thought they were too small. See?" She opened the top of her robe, completely exposing her perky rack.

"Are you insane? They're flawless," I said. "Look. A perfect handful." I cupped her breasts, one in each hand, and she gasped as my cold hands touched her warm skin, still wet from the shower.

We stood there for a moment as her nipples pebbled and became hard little nubs. I rolled one between my finger and thumb, feeling its perfect roundness. I leaned forward and licked just the tip of it, and felt a shiver go through her body.

April's hand cupped the back of my head, and she said softly, "Is this happening..."

I stood upright and slid the robe off her shoulders, letting it fall to the floor. Drops of water still glistened on her naked body, and I smoothed them away with the palm of my hand. As I ran my hand over her shoulders, down her ribs and across her belly, she reached forward and pulled the hem of my long t-shirt up around my waist.

She stepped forward and pressed her body to mine as she lifted my shirt even higher. First, our thighs touched, then our hips, then our bellies, and finally our breasts met as she lifted my t-shirt over my head.

Her arms came down around me, finally resting on the small of my back. She stepped backwards and led me to her bed.

I felt like a girl possessed. I just had to taste every inch of her delicious body. I started with her breasts. She thought they were small, but they were so right for her petite frame. Her nipples had softened again, and I took one in my mouth, feeling it harden against my tongue.

I raked my teeth lightly down her breast as I let it go, causing April to gasp and grind her hips against me. I nibbled my way down between April's breasts and zig-zagged across her flat belly. She bucked her hips





**I DRAGGED MY FINGER UP
BETWEEN HER SWOLLEN
LIPS AND INTO HER PUSSY.
MY TONGUE TRACED THAT
SAME PATH, TASTING HER
SWEET NECTAR.**

as I licked closer and closer to her pussy. My heart was racing. With one hand on either side I firmly pinned her hips down against the bed, and she begged me to go down on her. Just to tease her a bit, I caressed her upper thighs with my nose and cheeks, savoring the feel of her satiny skin.

"You're fucking killing me," she panted, breaking the silence.

I was so close, that I could smell the sex on April. It was in the fine sheen of sweat on her skin, but mostly it was coming from between her legs. I guess there's a reason they call it a honeypot.

I lay between April's spread legs and inhaled. It was a beautiful scent. I slid my fingers through the hair above her pussy, rubbing ever so slightly against her clit. April lifted her hips against my hand and the pressure pushed her lips open slightly.

As her hips rose I could see a line of moisture snaking down toward her ass. I dragged my finger through it and followed it up between her swollen lips and into her pussy. My tongue traced that same path, tasting her sweet nectar.

She was so wet, and I knew my fingers wouldn't be able to give her the release she needed.

I put the dildo up against her opening and was amazed at how easily it slid up into her. I pressed the entire thing inside her and she started bucking like a madwoman. I moved the dildo in and out of her, trying to focus on her most sensitive spots.

"Holy shit. This feels amazing," April moaned. "I want to taste you."

I didn't argue. I pulled off my soaked panties and moved up so that my wet vagina was over her mouth. I spun around so I could keep working the dildo and experimenting with different tempos and angles and I started grinding on April's face. Goddamn she was good at eating my pussy.

I knew I had hit the right spot when her skilled tongue suddenly became more frantic against my clit. I started thrusting harder and faster with the dildo, jamming it into her relentlessly. She sucked at my flowing juices as I fucked her hard and bucked on her face.

"Oh Jesus, I'm close, so damn close!" she yelled. "Oh my God, oh my God, oh my God, oh my God..."

I flicked her clit with the tip of my finger as I continued to fuck her with the dildo. Suddenly she grabbed my hips with both hands and dug in with her fingernails. Her back arched off the bed, pressing her breasts against my belly as her hips rocked strongly upward with every thrust I made.

"Oh fuck!" she screamed. Her whole body seemed to arch off the bed for several seconds as she came forcefully. I pulled the dildo out and let her lick her own juices. Even though I didn't come, the feeling of what I had just accomplished gave me great satisfaction. Plus, I knew that once April had rested, she would return the favor. And she did.

—F.L., Tampa, Florida

CONTINUED ON P.142

Seeing is believing. When you've had the encounter you've been hoping for, let us know about it! Send your letters to: Penthouse Magazine, 8944 Mason Avenue, Chatsworth, CA, USA 91311 or email us at Letters@Penthouse.com



B

THE DEBRIEF

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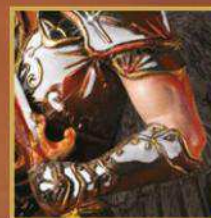
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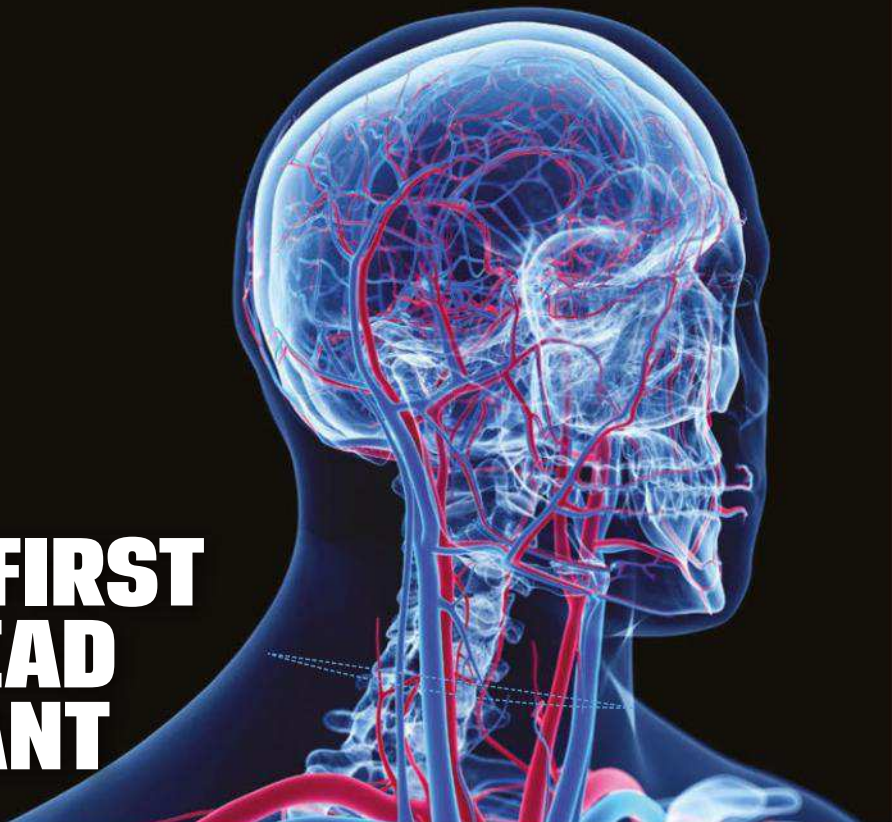
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WHAT WE'VE LEARNED

DOCTOR READY TO PERFORM FIRST HUMAN HEAD TRANSPLANT



NO, his name isn't Victor Frankenstein, and yes, it's real. Doctor Sergio Canavero plans to remove the head of a patient who has volunteered for the surgery, and attach it to a freshly decapitated donor body, *Newsweek* reports.

The procedure, named HEAVEN ("head anastomosis venture") and Gemini (the subsequent spinal cord fusion), will see the Italian neurosurgeon perform the world's first head transplant.

Desperate to cure his condition, known as Werdnig-Hoffman disease, which has left him wheelchair-bound with his body wasting away, Valery Spiridonov, a 31-year-old Russian programmer has volunteered to be the first to undergo the surgery, which, unsurprisingly, has gained a lot of skeptics along the way.

"I am now 30 years old, although people rarely live to more than 20 with this disease," he said last year. "I can hardly control my body now. I need help every day, every minute."

The 36-hour, \$20 million procedure will involve at least 150 people, and sounds like it's straight out of a sci-fi flick.

There are doubters, of course, but Canavero is adamant in his belief that it will work.

The hospital suite where the surgery is scheduled will be packed with virtual reality engineers, doctors, nurses, technicians, and psychologists. Meanwhile, two surgical teams will work simultaneously—one on Spiridonov and the other on the donor's body. Canavero plans to perform the surgery before the end of 2017.

Doctors are then required to chop through both patients' spinal cords (shiver)—with a \$200,000 diamond nanoblade, so small that the blades are measured in angstroms. They then have an hour to reattach Spiridonov's head (now nearly frozen), to the donor's body, where blood flow will continue and surgeons will sew the arteries and veins to Spiridonov's new body.

Michael Sarr, editor of the journal *Surgery*, who is a surgeon at the Mayo Clinic in Rochester, Minnesota, said, "If the so-called head transplant works, this is going to open up a whole new science of spinal cord trauma reconstruction."



SELFIE GONE WRONG DESTROYS 126-YEAR-OLD STATUE

ONE man's attempt to take a selfie with a 126-year-old statue has gone terribly wrong after the work of art crashed to the ground and shattered, *Reuters* reports.

Police did not identify the man who accidentally toppled the statue of Dom Sebastio after climbing to the base of it to take a selfie.

The man tried to flee the scene but was apprehended by police. Sebastio was the penultimate Portuguese monarch of the House of Aviz who, crowned at the age of three, ruled between 1557 and 1578 and died at the age of 24 in battle during a crusade.

SCHOOLBOY ELECTROCUTED AFTER BUS DRIVER TELLS HIM TO MOVE LIVE WIRE

A live wire electrocuted an 11-year-old middle school boy after the student got out of the bus and checked it at the request of his bus driver, police said in a criminal complaint.

The driver, Patricia Ryan, 60, of Penn Township, PA, is charged with "endangering the welfare of a child and recklessly endangering another person."

A goose had hit the wires earlier in the day, causing them to fall onto the road. After approaching the fallen wires, the bus driver said, "You know what, can one of you get out and move that wire?" West Penn Power had been called earlier in the day to remove the wires; however the driver thought it would be a better idea to get a middle school student to do it.

Thankfully, he lived to tell the tale. "It shocked me. It got me like right there, on the thumb," Tyler Cunningham told local media.

The interior bus video shows the vehicle at an intersection, with five students on board.

"The driver can be heard speaking on the bus radio, advising that power transformers had blown and wires were down on the roadway. Bus Radio Dispatch can be heard advising the bus driver to take Walnut Street to avoid the downed power lines. The bus can then be seen proceeding past Walnut Street and becoming entangled in the power lines," according to the criminal complaint.



HOW (NOT) TO GET AWAY WITH ROBBERY

DON'T leave the scene of the crime and jump a fence into the White House.

One man has been detained, and the White House briefly locked down, after the man, fleeing a robbery, jumped a fence and found himself inside the pleasant back yard of 1600 Pennsylvania Avenue.

His pursuit was brief, as the Secret Service detained the Obamas' unexpected guest. A Secret Service spokesman clarified that the man was not trying to break into the White House.

The White House is one of the most secure locations on earth, and a team of canine and armed Secret Service agents responded to locate the man as the White House was put on lockdown and the area cleared. People working in the White House were kept inside by automatically locking doors. The president was on the premises at the time.

THE CREATOR OF BITCOIN REVEALED

THE identity of the creator of Bitcoin has been one of the biggest mysteries of the tech industry in recent years, writes the BBC.

Australian entrepreneur Craig Wright has publicly declared that he is the creator of the "cryptocurrency." The announcement comes after years of speculation and debate. Until now, the inventor of Bitcoin was known only by the equally mysterious pseudonym Satoshi Nakamoto.

Wright, an Australian computer scientist and businessperson, has backed up his claim with technical evidence, providing keys tied to coins that are known only to be in the possession of Bitcoin's inventor.

In a blog post, Wright thanked those who had helped him get the project off the ground. "I have been staring at my screen for hours, but I cannot summon the words to express the depth of my gratitude to those that have supported the Bitcoin project from its inception."

Bitcoin is a digitally encrypted currency used by websites to facilitate payments. The currency allows anyone to trade funds independently and anonymously online. Some companies that take Bitcoin—like Microsoft and Steam—are entirely legitimate. Other services, such as the infamous Silk Road, allowed drug dealers and other criminals to sell online while hiding their identities.



MAN FIGHTS OFF ROBBERS WITH FLAMETHROWER... AND LOSES

AN Australian shop owner has tried to fight off two armed robbers with an improvised flamethrower. The man successfully startled the intruders in a brazen display of courage and quick thinking.

According to a Nine News report, after entering the store with their weapons drawn, the would-be robbers were thwarted by the shopowner, who grabbed a can of bug spray and a lighter, creating a makeshift flamethrower, and aimed the flames in the criminals' direction.

It worked, at least momentarily, as both men were visibly shocked, with one man stumbling back and dropping his weapon. Unfortunately for the shopowner, the two robbers quickly recovered, drew their guns, and demanded he give them money from the till.

They made off with \$680. This isn't the first time the shop owner has stood up against thieves, having previously chased down an armed robber, which helped police to make an arrest.

TOMMY HILFIGER'S DAUGHTER SERVED HIM A SILVER TRAY OF HER POOP

IF people aren't listening, just poop on a plate and that will probably get their attention, as clothing designer Tommy Hilfiger's daughter has shown in an exclusive interview with HollywoodLife.

Chronicling her painful struggle with Lyme Disease in her new book, "Bite Me," Ally Hilfiger describes the time her father forced her into Silver Hill Hospital's psychiatric acute care unit after she suffered a nervous breakdown.

After being misdiagnosed for 14 years, Ally writes that her father flew home after she called him asking for help. Apparently he didn't believe her. She writes, "I was still very angry with him. I kept telling him that I was sick... He wasn't getting the message. I got out of bed, grabbed a silver tray off a table, went into the bathroom, defecated on it, and handed it to him. 'You gotta get this tested'."

Needless to say, that got his attention. Ally was hospitalized and correctly diagnosed with Lyme disease, an illness caused by a bite from a tick infected with the germ called *Borrelia burgdorferi*. Lyme Disease, a bacterial infection that causes flu-like symptoms, affects as many as 30,000 people per year. It was named after the Connecticut town in which it was discovered."

A Royal Count and the King of Prussia walk into a...

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— Robert Coates Holliday,
Walking-Stick Papers

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— James,
Lehigh Acres, FL

Image not
actual size.



Friedrich II with his Fritz-handle walking stick.

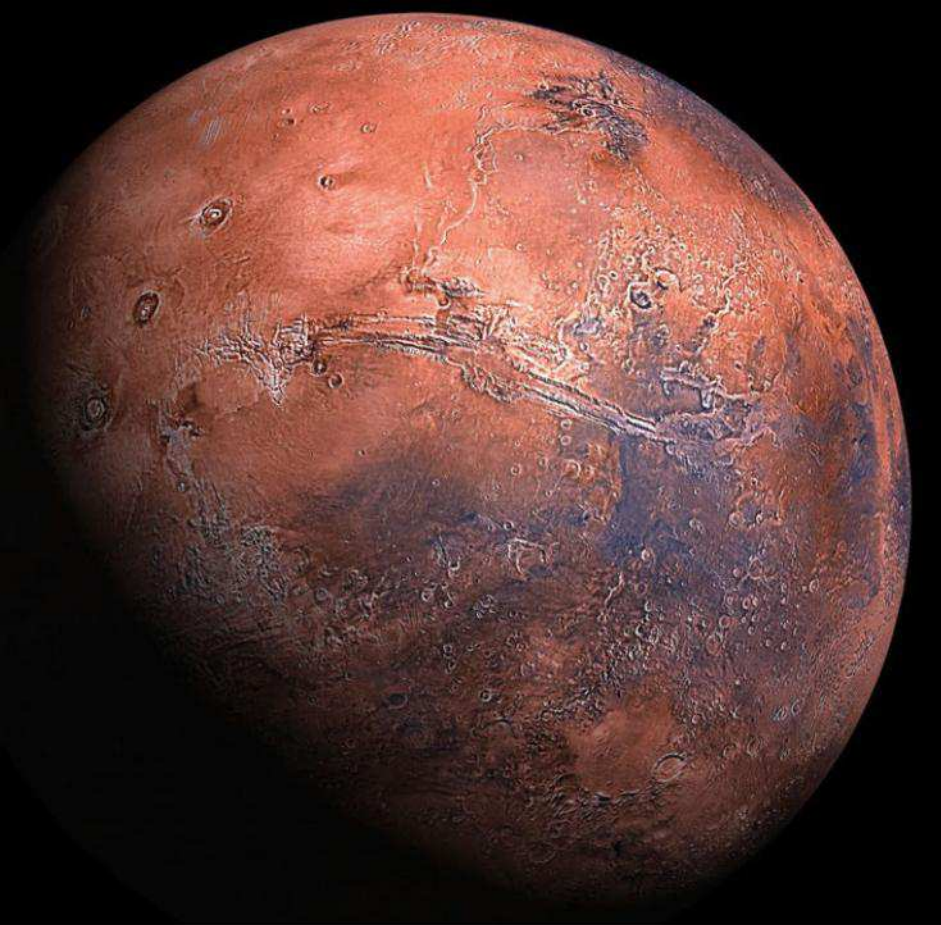
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WE'RE GOING TO MARS

ELON Musk's own private NASA, SpaceX, is planning to colonize Mars, The Verge reports.

Musk's Red Planet aspirations have been public knowledge for years, but we didn't expect a blueprint to come so soon. Thanks to a tweet, we now know SpaceX's plans. "Planning to send Dragon to Mars as soon as 2018," the California company stated. "Red Dragons will inform overall Mars architecture, details to come."

The Red Dragons that they're talking about are upgraded versions of the Dragon rocket that is currently in operation. SpaceX have been testing them, and have successfully landed multiple rockets on boats, in the ocean, in the dark.

These rockets were brought from the edge of space, where they were travelling nearly six times the speed of

sound, to touch down to a stationary platform floating off the coast of Florida, several hundred miles out to sea. Impressive.

The technology SpaceX is testing will allow the spacecraft to touch down softly onto Mars using thrusters—a so-called propulsive landing—rather than parachutes.

"Dragon 2 is designed to be able to land anywhere in the solar system," Musk tweeted after the SpaceX announcement. "Red Dragon Mars mission is the first test flight."

Musk made his mission clear in an interview last year when he stated, "Humans need to be a multiplanet species." While details of the actual mission profile are yet to be released, SpaceX and Musk are very serious about nurturing a spacefaring civilization.



140 MILLION MILES



AT THEIR FARTHEST APART, MARS AND EARTH CAN BE 249 MILLION MILES FROM EACH OTHER WHEN THEY ARE IN OPPOSITION AND BOTH ARE AT APHELION, A CELESTIAL BODY'S GREATEST DISTANCE FROM THE SUN. THE AVERAGE DISTANCE BETWEEN THE TWO IS 140 MILLION MILES. MARS AND EARTH REACH THIS CLOSEST POINT TO ONE ANOTHER APPROXIMATELY EVERY TWO YEARS.

WOMAN FILES FOR DIVORCE BECAUSE HER HUSBAND'S PENIS IS TOO BIG

A Nigerian woman filed for divorce after finding out that her new husband's manhood was just too big to handle.

Aisha Dannupawa, a mother of three, was recently married to husband Ali Maizinara. She shortly thereafter asked to have the marriage dissolved due to his large member.

As per tradition, Dannupawa moved into her new husband's family home ahead of the marriage; however the honeymoon period didn't last long. After an attempt at their first lovemaking session, Dannupawa said her husband's penis was so big that the experience was traumatic.

Ever a trooper, she took medication from her mother—some form of relaxant, to help with the pain—but it didn't. She was told to relax, go with it, and over time, it would... fit.

"I told my mother the experience but she told me to endure and that with time, I will be able to cope. She then gave me some drugs," she said to Nigerian media.

But alas, the sex was too much to bear, and the couple concluded that no drug could save their sex life or marriage. In court, her husband unsurprisingly did not deny that his member was too big, and agreed to dissolve the marriage if his dowry and money spent during courtship were paid back.

"When he came, we had sex but the experience was a nightmare. Instead of enjoying the sex, it turned out to be something else, because his penis was too big," she told the court, according to Nigeria's Tribune.

More proof that married life isn't the easy life.



A GOOD STORY SCIENTIFICALLY PROVEN TO GET YOU MORE PUSSY

A study has revealed that men who can spin a good yarn are perceived by their female counterparts as being more attractive, and of higher status.

The article, published recently in the journal *Personal Relationships*, suggests that people portrayed as strong storytellers are regarded as more appealing than those with poor storytelling ability.

The experiment was tested on 388 people, 55 percent of whom were women. It asked participants to rate the attractiveness of a potential partner based on a short biography, an image, and information on their storytelling abilities.

Both male and female participants considered storytellers to be better catches than non-storytellers.

The study suggests that the results can be related to evolutionary theory. Females, seeking a strong mate, have evolved to seek partners with resources and storytelling reflects advantages that prehistorically meant the difference between life and death.

While these days the ability to unfold an engaging narrative might not have such profound consequences, it might be worth brushing up on your storytelling skills.

SHOPKEEPER KILLED DOZENS WITH "REVENGE" SWEETS

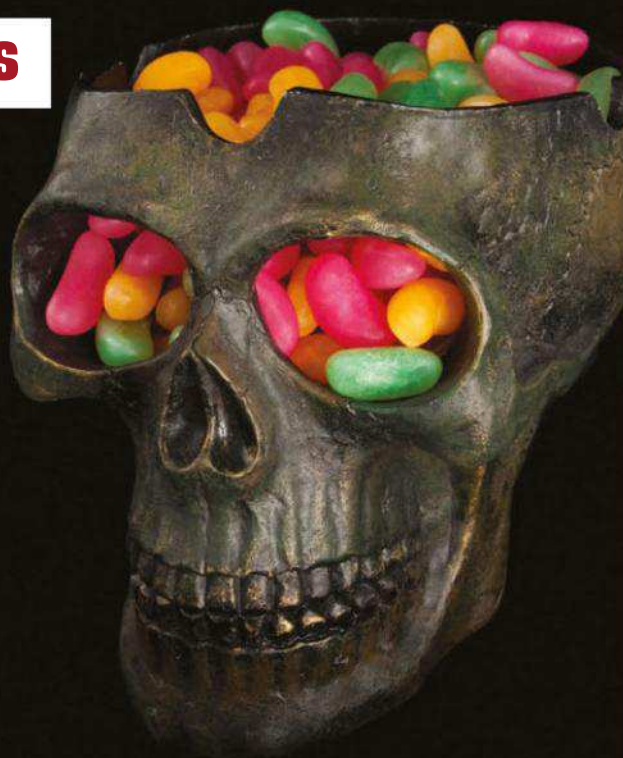
REVENGE is a dish best served sweet, or so one Pakistani man would have you believe. The shopowner confessed to poisoning at least 30 people by lacing his goods with pesticide in an attempt to take revenge on his older brother, CNN reports.

Killing strangers to get revenge on your older brother. Wait, what?

The man wanted to get revenge on his brother for "insulting and abusing" him in a business dispute. "I wanted to teach him a lesson," he told police. He was so angry after the argument that he decided to mix pesticide into the sweets.

A local man bought the poisoned batch of sweets, then gave them to his family and friends who were celebrating the birth of his grandson.

The baby's father, six of his uncles, and one aunt were among the nearly-30 killed at the time of publication. The dead also included five children. Four victims are still hospitalized. We're still not exactly sure what lesson this crazy fuck wanted to teach his brother.








GET THE PICTURE

WHAT started in the 60's as simple fly-overs, Antarctic tourism today sees more than 40,000 adventurers visit the mysterious continent each southern summer. While Antarctic winter is still the high-water mark for endurance adventure, summer presents an opportunity for the mere mortals of our species to get a very real glimpse of the beauty and danger waiting due south.

After leaving the comfort and cognac of their cruise ship, this group made shore and transitioned to cross-country skis. A single rope line won't stop you falling into a crevasse but it's rather handy when pulling you out. More isolated than you'll ever feel, strapped to a bunch of strangers and with a storm brewing ahead, Antarctica is a south-of-EVERY-border adventure. 

Credit: Hugo Sharp / hugosharp.com



CRUSH

MARGARET QUALLEY

Best known for her role as Jill Garvey on HBO's "The Leftovers" (and daughter of model/actress Andie MacDowell), Margaret Qualley is destined for big things.

After dancing most of her life, Qualley's childhood dream of becoming a professional ballerina ended when she decided that she just didn't want to do it anymore. Instead, the then-15-year-old moved to New York City and attended the Professional Children's School, which counts among its alumnae Scarlett Johansson and Sarah Jessica Parker.

During an improv class, she fell in love with acting, and after one eventful trip to L.A., where she was scouted on set after visiting a friend, she was quickly cast in "The Leftovers."

She didn't stop there—Qualley landed her biggest role yet in this year's "The Nice Guys" alongside Hollywood heavyweights Ryan Gosling, Kim Basinger, and Russell Crowe.

The future looks bright for Qualley who, among other things, is drop-dead gorgeous, in case you didn't notice. And that is why she just needed to be this month's Penthouse Crush.

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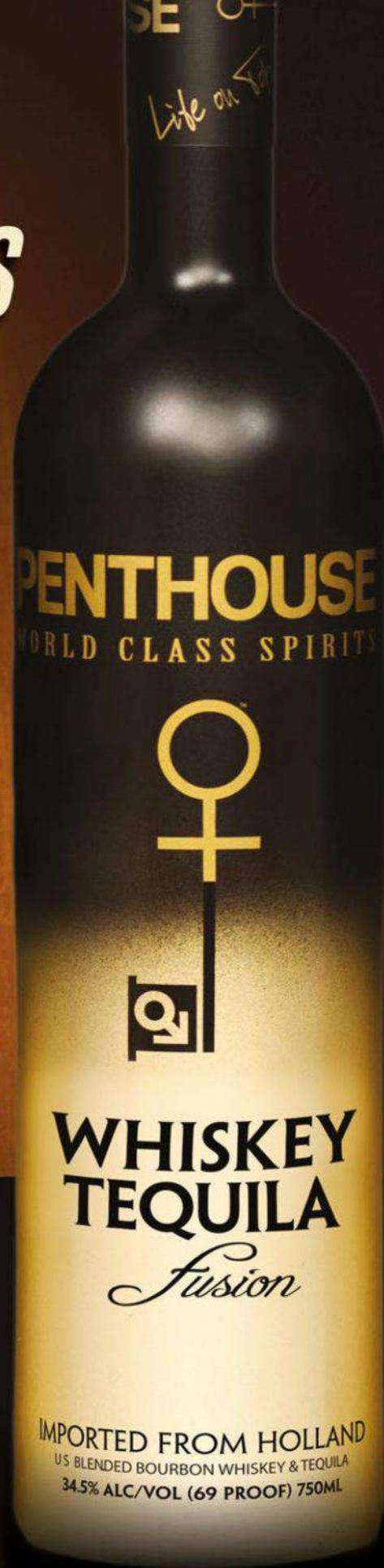
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ROCK SOLID

THE WWE star-turned-Hollywood actor is cooking up something big this summer.

The way we see it, running around on a beach all day, soaking up the sunshine, shirt off, and surrounded by Baywatch babes is a day very well spent.

It doesn't need justification when it comes down to it—it's pretty much what every man has dreamed of at some point in his life. And Dwayne Johnson is living that lifestyle.


Johnson, better known by his ring name The Rock, is often cited as the most successful WWE superstar ever. Vince Russo, the head writer during WWE's breakout era, stated, "I don't think there's ever going to be a star in the history of this business that is bigger than The Rock." He isn't wrong.

From college football championships to wrestling greatness and onward to Hollywood, Johnson exudes star power. His 2000 autobiography, "The Rock Says," debuted at No. 1 on the New York Times bestseller list, sold 720,000 copies in hardcover alone.

Today you'll find Johnson on Hollywood sets and at A-list events. His first leading film role was in 2002 in "The Scorpion King," where he was paid \$5.5 million, a world record for an actor's first starring role. And last year's "San Andreas" made a quarter of a billion dollars worldwide.

Wherever The Rock goes, success follows. Forbes listed Dwayne Johnson #25 in the Top 100 Most Powerful Celebrities in 2013 and Time named him one of the world's most influential people in 2016.

And now for his next role, the "Ballers" star will be playing Mitch Buchannon in the "Baywatch" movie (2017), alongside Hollywood pretty boy Zac Efron (Matt Brody) and Alexandra Daddario (Summer Quinn). If Johnson's past success is anything to go by, the movie is going to be a total hit.

Finally, after all this time, we know what that smell is. The Rock is cooking! 



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"Nothing says 'classic
complication' more than
a moon phase display..."

— Rare Luxury Finds, Forbes

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A collector's dream. The moon phase complication is like a miniature version of the gear train that is our universe. Adding this beautiful complex function is no easy feat. That's why they're among the rarest and most expensive vintage watches ever sold at auction. Not long ago, an important moon phase timepieces fetched an incredible \$5.7 million!

We go to the moon and back for our clients. We've been in the watch industry for decades and know more than a thing or two about getting the ultimate bang for our buck—which means we can pass the fruits of our know-how onto our clients. We've created a timepiece that's light

*"This is the classiest watch I own!
I have gotten many compliments on
the style and the way it wears."*

— Ed from Cape Coral, FL

years ahead of the competition. The experts tend to agree: *"I recently reviewed the movement and individual parts of the Stauer Moon Phase timepiece. The assembly and the precision of the moon phase movement are rarely seen."* — George Thomas, Renowned Watch Historian

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FILM

THE PERILS OF HOLLYWOOD

HOLLYWOOD has a dark side, and we're not talking about film noir or "Batman." While no one disputes Tinseltown's contribution to narrative, spectacle, and technical wizardry, there is concern that L.A.'s winning formula might crowd out the diversity any medium needs to thrive.


Hollywood's global reign over cinema exists because major studios have a worldwide stranglehold on production and distribution. In the United Kingdom for example, U.S. film studios control roughly 70% of the distribution, although most cinemas are British-owned. American ownership cripples the small corner of Australia's

Hollywood makes for a sad state of affairs worldwide, given that there are so many exciting foreign and independent films released every year that aren't reaching the mass public. This year we'll witness "Independence Day: Resurgence," "Jack Reacher: Never Go Back," "Resident Evil: The Final Chapter," and the new Jason Bourne movie—a true testament that we are in the era of endless sequels and that Hollywood is either running short of ideas or is unwilling to take a chance on new ones. If we don't pay more attention to the economic arrangements that allow Hollywood cinema to thrive, fresh voices of independent,

HOLLYWOOD'S GLOBAL REIGN OVER CINEMA EXISTS BECAUSE MAJOR STUDIOS HAVE A WORLDWIDE STRANGLEHOLD ON PRODUCTION AND DISTRIBUTION.

industry, where the main outlets of domestic, independent films (comprising 10% of the market share) struggle to compete with their international counterparts. Likewise in Canada, where the major Hollywood studios take home at least 80% of the box office revenue. If Hollywood didn't pull the strings and seek to eliminate an inspired trend of independent film, we'd see a culture of national cinemas with a wider presence.

The cultural and economic empire of

emerging filmmakers (within the United States and elsewhere) who take risks and could potentially redefine our expectations in the cinema will remain unheard. Instead, we'll have to be satisfied with more lazy efforts from Hollywood's reign. But even in the way Hollywood rules the multiplexes, we still have access to low budget, arty, indie fare thanks to services like Netflix, Hulu, YouTube and others. And after all, nobody's forcing us to watch the fifth installment of "Pirates of the Caribbean." 

PENTHOUSE PICKS

BATMAN: THE KILLING JOKE

For any fan of the DC animated universe, the true voice of Batman—Kevin Conroy—and the Joker—Mark Hamill—reprise their iconic roles in the delivery of "Batman: The Killing Joke." Alan Moore's titular comic book telling of the origin story of the Joker is brought to life in macabre, hair-raising fashion.



WARCRAFT: THE BEGINNING

As an unexpected venture into game meets cinema, the strategy of warfare will be played out between orcs and humans that should satisfy the appetites for fantasy in both "Warcraft" veterans and newcomers alike.

MUSIC

A BRIEF HISTORY OF ROCK RIDERS

THERE was a time when being a star meant getting away with anything. Trashing hotel rooms, tour bus parties, orgies, you name it—it was all in a night's work. While things have certainly cooled down to a degree, it was these same rock and roll stars with a penchant for extreme partying who began making insane rider requests.

Riders are the clauses in contracts that specify what, in addition to payment, a venue must provide a performer.

The following are some riders from people we know that range from classy to hedonistic to WTF.

THE BEATLES

When John, Paul, George, and Ringo were touring America at the peak of Beatlemania, the arena rock show was in its infancy. Their rider for Balboa Stadium in San Diego on 28 August 1965 is a polite list of tips to make the venue at least vaguely suitable.

For crowd control, "Not less than 150 uniformed officers" with a "strong fence or barrier...to prevent any of the audience from climbing over."

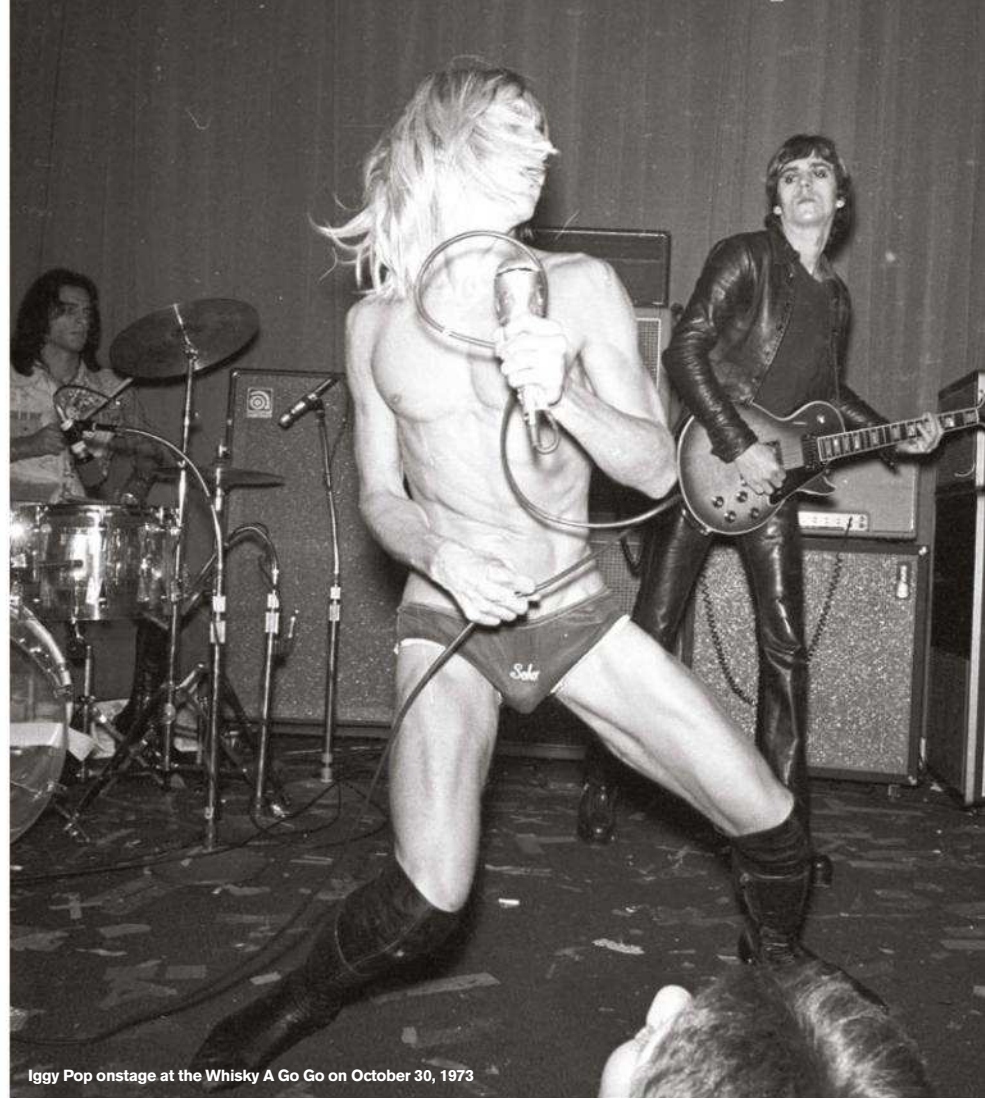
Sound and spectacle, "A platform for Ringo Starr and his drums" and a high-fidelity sound system equipped with a "first class sound engineer." Plus a dressing room with "four cots, mirrors, an ice cooler, portable TV set and clean towels."

Most famously, "Artists will not be required to perform before a segregated audience." An honorable stance for the group during the civil rights movement.

THE ROLLING STONES

The Stones have been on the scene since Jimi Hendrix was backing Little Richard, and their riders have long entailed heroic stores of booze and cigarettes. These basics are still in place, but habits evolve.

Since the '90s they've asked for a



Iggy Pop onstage at the Whisky A Go Go on October 30, 1973

separate room with a snooker table in the backstage. Mick Jagger has a TV to watch cricket and all four members have their own rooms with differing flower arrangements. These days, they also require a detailed description explaining how to navigate the electronics in their hotel rooms.

IGGY POP AND THE STOOGES

The godfather of punk is famous for what could be the funniest rider in the history of the business. It's an 18-page stream of consciousness manifesto that should be sold in bookstores. His demands include "Somebody dressed as Bob Hope, doing fantastic Bob Hope impersonations and telling all those hilarious Bob Hope jokes about golf and Hollywood and Bing Crosby." Also "A copy of USA Today that's got a story about morbidly obese people in it. Most amusing!"


The sound outline is gold. "About Iggy's vocal—we need lots. The best thing is, make it strong and punchy, a bit like a boxing kangaroo. Then turn it up. When you think you have turned it up enough, turn it up some more."

KATY PERRY

We might have focused on Madonna's royal demands for a brand new toilet seat, 20 international phone lines, and empty backstage rooms so her home furniture can travel with her.

But Super Bowl trainwreck Katy Perry's rider is irresistibly sociopathic and insane. First, 23 instructions for the chauffeur. "The driver will not start a conversation w/ the client." "Do not stair (sic) at the backseat through the rearview mirror." "The driver will never assume, always ask if in doubt." It goes on a while.

Perry requires a one bedroom presidential suite in a 5-star hotel, with five junior suites and 45 single rooms. The main dressing room (one of four) is to be "draped in cream or soft pink," with cream-colored egg chairs and "White and purple hydrangeas, pink & white roses and peonies."

Craziest of all and a major dick move, the promoter must hold back tickets (location and amount at her order) so that Perry can scalp them for inflated prices to her fans once the show is sold out. 



TECH

FOLLOW US, DRONES!

I / Hover Drone gethover.com

It was only a matter of time before the “follow me” feature was utilized on consumer drones—and the Hover Drone does just that. The safe and foldable camera that follows you wherever you go was created by Beijing startup Zero Robotics, and is ideal for aerial photography and videography; think snowboarding trips, kayaking, cycling, and more. What makes this drone unique is the propellers, which are fully enclosed in a carbon fiber frame, making it safe to use in almost any situation. The Hover Drone shoots 13-megapixel photos and 4k video using its unobtrusive camera.

II / Cube Mobile Projector rif6.com

With The Cube, tech is getting smaller while the output is getting bigger. This tiny 2” box is a mobile projector that allows you to display a 120” image onto your wall, tent, garage, or wherever there is a flat, solid-colored surface, all from your iPhone, laptop, tablet, or gaming console. It’s small enough to fit in your pocket, and light enough to carry anywhere, so that you’ll never be without a portable home theater. Take it to meetings, gaming sessions, or just set it up in your room and you’ve got yourself a home theater.

III / GoPro Omni Camera gopro.com

The GoPro Omni is a spherical rig which can accommodate half a dozen GoPro Hero4 Black cameras synchronized to act as one, letting you capture “high-resolution, stunning 360-degree videos. It will be used mainly to create VR content. While the price is yet to be announced, each Hero4 Black camera is worth about \$300, so the full kit might cost upward of \$2,000.

IV / Tilt Brush tiltbrush.com

The Tilt Brush, Google’s latest invention, pops out like the love child of Hunter S. Thompson and Salvador Dali. Think Microsoft Paint but for the year 2020. The Tilt Brush lets you paint in 3D space in virtual reality. With the world as your canvas, and limited only by your imagination, the possibilities are endless. Paint life-size, 3-dimensional brush strokes, stars, light, and even fire—all you need is an HTC Vive and Steam and you’re ready to go.

V / Analogue Nt 24k Gold Edition analogue.co

To celebrate the 30th anniversary of the “Legend of Zelda,” Analogue is releasing limited edition 24k gold-plated analogue NTs. The run is limited to just ten units, making this version of the NES clone incredibly rare. It even comes with an original, gold-colored “Legend of Zelda” cartridge, a nod to Nintendo’s history which original “Zelda” gamers will love. The unit can also be used to play any classic NES or Famicom games you still have kicking around.





Dishonored 2

TRY OUT THESE INDIE GAMES!

WITNESS - PS4

A puzzle adventure game that challenges the player to intuitively solve progressively difficult puzzles as they take you through varying scenarios. If you enjoy tricky puzzles, ideas, concepts, and symbols, give this game a look.

STARDEW VALLEY - PC

You've inherited your grandfather's old farm plot in Stardew Valley. Armed with hand-me-down tools and a few coins, you've set out to begin your new life. Fans of Harvest Moon, this is for you.

GAMING

WHAT'S ALL THE HYPE ABOUT?

WE get on board the hype train and take a look at some of the biggest releases in 2016. With large-scale, epic multiplayer battles, supernatural assassins, and infinite open space exploration, 2016 is shaping up as a massive year for gaming.

» Dishonored 2

Hailed by many as one of the greatest games ever, Dishonored took the stealth-action genre to new heights. Announced at E3 2015, the immersive, open-world stealth action game published by Bethesda (Fallout, Doom, Wolfenstein) sets off where the original left us. In Dishonored 2 you'll play a supernatural assassin driven by revenge. Eliminate your targets creatively as you combine supernatural abilities, weapons, and unusual gadgets at your disposal.

Release: November 11 (PS4/PC/Xbox One)

» No Man's Sky

No Man's Sky has been one of the most talked about games of 2016. The sci-fi indie will take you on an infinite procedurally-generated journey through the universe and beyond. The premise is simple: explore the mysterious universe with the Horizon Omega ship, equipped with an upgraded hyperdrive and firepower to help you survive longer on your interstellar journey. If you're a fan of open space and exploration, this game is for you.

Release: June (PS4/PC)



RIME - PS4

Rime is a beautiful open-world, third person adventure and puzzle game to be released later this year. It tells the story of a boy who must use his wits and ingenuity to survive and ultimately escape from a mysterious island with a terrible curse.



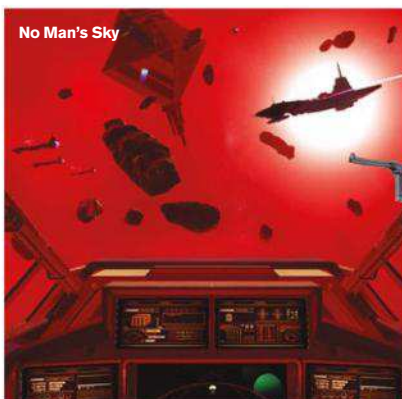
Battlefield 1

BATTLE ON LAND, IN THE AIR, AND AT SEA IN SOME OF THE LARGEST AND MOST DYNAMIC BATTLES IN FPS HISTORY.

» Battlefield 1

The trailer has finally dropped for one of the most highly anticipated game releases of recent years. Set in World War 1, Battlefield 1 takes you into the trenches, complete with bayonets, flamethrowers, tanks, and biplanes. With both a multiplayer mode (up to 64) and a single-player campaign, combatants travel to the battlegrounds of France, Italy, and Arabia. Prepare to battle on land, in the air, and in the sea in what will be some of the largest and most dynamic battles in FPS history.

Release: October 21 (PS4/PC/Xbox One)



No Man's Sky



Battlefield 1

KURT BUSCH

WILD BEHIND THE WHEEL, CAN THE NASCAR CHAMP
PULL HIS REPUTATION OUT OF A TAILSPIN?

KURT BUSCH is a wild dude. The exact kind of crazy you'd expect from a NASCAR Sprint Cup champion.

Born in Nevada, Kurt was raised in racing alongside his brother and 2015 Sprint Cup champion Kyle Busch. Their father Tom was also a NASCAR driver.

Busch has long been a divisive, often unpopular character in the sport. In fact, so has his brother Kyle. Since winning the 2004 title as a young driver, Kurt has struggled to overcome the fallout from a string of angry outbursts at fellow racers and the media.

Suspended at the start of the 2015 season due to a domestic violence charge brought by his former girlfriend, NASCAR reinstated Busch after three weeks when a judge refused to press charges due to a lack in evidence.

It's a tough cycle to break. Feeling hounded by the press and hated by fans. A high-pressure sport determined by split-second margins, aggression on a hairtrigger. When best-laid plans are smashed into a wall or blown out like a tire, someone sticks a camera into your face and you're primed to explode.

Busch's reputation for borderline driving increased in spectacular style when he set off a 17-car wreck on May 1 this year in the Geico 500 at Talladega Superspeedway. Working his way through the pack, he tapped Jimmie Johnson's back bumper, sending him into the wall and spinning back to wipe out most of the trailing cars.

Several vehicles caught on fire and the track was a mess, but Busch managed to slip through to stay with the 13 surviving cars. "I didn't feel like I hit him all that much and the next thing I know he was sideways," said Kurt afterwards.

Jimmie Johnson felt differently. "He was bump-drafting me and caused that wreck

and just kept hitting me and finally ended up taking me out in the process. That was aggressive there."

Talladega Superspeedway is infamous for huge wrecks. It's a fast track with long straightaways that have seen many crashes. Cars left scraping along the road upside down. Flipping up into the air. All in glorious slow-motion and in eye-popping HD.

As driver Joey Lagano said after the race, "I can't wait to get out of this place." Usually at Talladega, racers will drive conservatively to stay in for the final lap. On May 1, that balance was shaken by the specter of rain. That meant everyone on the track was in a constant battle for in-race position in case the event was called.


The extra pressure may have contributed to Busch tapping Johnson a little too much. The race saw 35 out of 40 cars involved in some form of crash. Unfortunately for Kurt, his lapse in patience wrecked 17 cars and has his name back in the headlines for the wrong reasons. Jackass. 



PHOTO: GETTY IMAGES / JARED C. TILTON



THE FABRIC WARS: US VS. THEM

In the 1970's *Penthouse Magazine* did the unthinkable: we began to show pubic hair in our photos, which was a significant breakthrough. Ever the opportunist, our pal Hugh Hefner jumped on the Beaver Bandwagon, and the Pubic Wars became part of our collective history. Recently, *Playboy* has wildly swerved in a different direction (off a cliff?), and we kinda miss our old adversary. Relax. We're not going to follow them down their prudish (bunny) hole...but we still feel the need to poke the rabbit every once in a while. Hef, if you are reading this, we strongly prefer the photos of the models without their clothing. *Without!*

Photography: TommyO



**“BEING NAKED APPROACHES BEING REVOLUTIONARY;
GOING BAREFOOT IS MERE POPULISM.”**
—John Updike



**“FULL NAKEDNESS! ALL JOYS ARE DUE TO
THEE; AS SOULS UNBODIED, BODIES UNCLOTHED
MUST BE, TO TASTE WHOLE JOYS.”**
-John Donne







**“ART CAN NEVER EXIST WITHOUT
NAKED BEAUTY DISPLAYED.”**
-William Blake



**“WE SEEM TO BE OKAY WITH VIOLENCE, BUT
NUDITY WE RACE TO CRITICIZE AND CENSOR.”**
-Eva Mendes







**“YOU’RE NOW JUST ONE CLICK AWAY FROM EVERY SEX
ACT IMAGINABLE FOR FREE. AND NUDITY IS JUST
SO PASSE AT THIS JUNCTURE.”**

-Scott Flanders, FORMER CEO Playboy Enterprises, Inc.





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HIGH LIFE

NEXTGEN SUVs

MORE THAN JUST A PRETTY CONCEPT. TAKE A RIDE
INSIDE THE ALL NEW AND EVOLVED SUV.
BY STEVE FREETH

CARS 4 ALL SEASONS

WHAT better way to enjoy the summer than by jumping into one of the latest batch of super Sports Utility Vehicles? SUVs may have fallen into a pothole for a while in the world financial downturn, but have now made a roaring comeback as top shelf carmakers like Maserati, Bentley, Rolls Royce, and Lamborghini enter an increasingly hot market with a whole new, upscale take on the concept.

The recent New York Auto Show said it all as the next generation of luxurious, ultra performance, high-tech SUVs captivated audiences and dominated headlines. High-end car companies like Range Rover, Porsche, and Mercedes-Benz have been in the SUV game a while, of course—and have been busy innovating—but it's the entry of super automakers for the first time that's really shaking things up.

All that competition is producing some standout cars where the starting price of around a quarter of a million dollars has customers lining up. Smart, fuel-efficient technologies are just part of the story as consumers with deep pockets opt for all-terrain driving and major horsepower performance that can take them from city to country in absolute luxury.





TESLA'S MODEL X

All next-gen SUV's are shedding their fuel guzzling ways, but Tesla's Model X is the ultimate green machine. The 257-mile electric range, zero-to-sixty in 3.2 seconds, and 5-star safety rating definitely impress, but so do the futuristic looks and IQ like automatic emergency braking, side-collision avoidance, and 360-degree sonar sensors.



BENTLEY BENTAYGA

The Bentley Bentayga is billed as the world's most powerful, jumping from zero to 60 in four seconds balanced with a Responsive Off-Road setting, giving it huge driving flexibility. True to form, the Bentayga is the last word in comfort with handcrafted wood and leather interiors, glass roof, luxurious seating, and a full suite of customizable options like the Bentley Entertainment Tablet for onboard connectivity.

CARS4ALLSEASONS

ASTON MARTIN'S 2017 LAGONDA

Even James Bond could soon be driving an SUV it seems—now that Aston Martin's 2017 Lagonda is almost here. This very powerful car has a V12 engine that can accelerate from zero-to-sixty in under five seconds with a top speed of over 185 mph, but comes wrapped in a sleek, lightweight, aerodynamic carbon fiber chassis for speed and fuel efficiency.





MASERATI LEVANTE

The Maserati Levante may be the company's first-ever SUV, but that hasn't stopped it becoming an instant hit. With all the impeccable Maserati engineering in place, the Levante comes in both a 3-liter V-6 twin-turbo or turbo-diesel version in tandem with top aerodynamic efficiency and intelligent all-wheel drive to give it seamless offroad performance.

JAGUAR'S F-PACE

Jaguar's F-Pace is also its first SUV, but the company has been able to call on Land Rover's considerable experience. The supercharged V-6 gas engine can lunge from zero-to-sixty in 5.1 seconds, but technologies like Adaptive Surface Response, Autonomous Emergency Braking, Traffic Sign Recognition, and Activity Key, one of the first car wearables, are just as impressive.

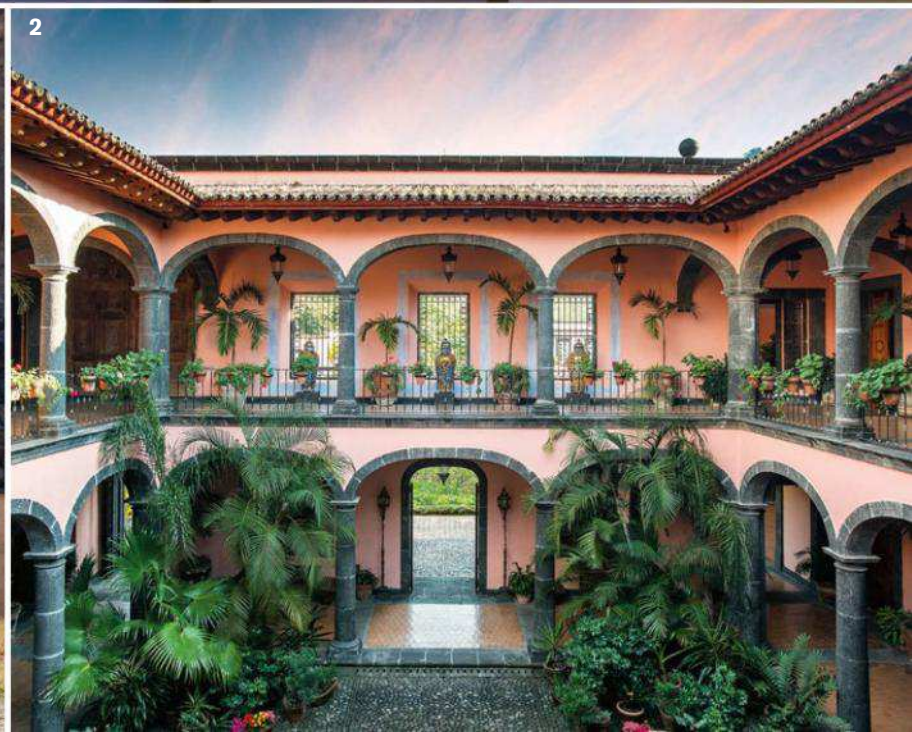




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LUXURY TRAVEL

TRAVELING TO NEW HEIGHTS

LUXURY travel is entering a new phase, moving away from the dash through well-trodden tourist traps, major cities, or big name hotels to one that can deliver a more meaningful and authentic journey.

Travel is now all about the experience, as the travel and hospitality industries rush to create—and market—trips and destinations that are a unique blend of the very best in architecture, food, design, comfort, fitness, and adventure. 5-star, exclusive retreats built as private enclaves for only a handful of guests are springing up around the world, removing their clientele from the hustle and bustle of the capital cities that are just over the horizon.

Helping to fuel the rise of the luxurious resort is the massive growth in “Bleisure,” as we increasingly desire to add on a week’s pampered holiday to a business trip. Here are some of the most glorious experiences you can have in the world today.

1 / Amangiri, in the very remote, dramatic desert of southern Utah, is an enclave of absolute luxury and style. The concrete and sand hotel and pool seem to grow out of a massive sandstone escarpment, while the 34 spacious, modernist rooms and suites all have private views of the ever-changing desert landscape and pristine night skies.

2 / Tokyo’s great, but for another side of Japan you should take the 4-hour train trip to **Amanemu** in the Ise-Shima National Park. Situated on Ago Bay, Amanemu is a serene retreat featuring 24 elegantly designed rooms and four villas with their own *onsens* (hot mineral springs), an Aman Spa, lap pool, and a restaurant serving the area’s famous wagyu beef and seafood.

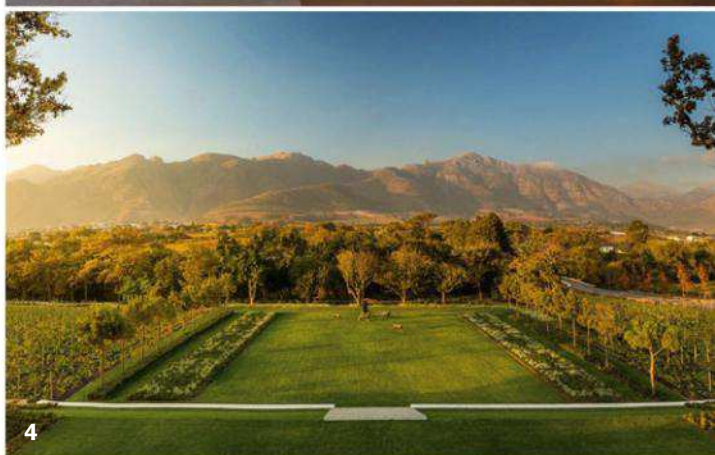
3 / Puglia is better known as the heel of Italy, but its ancient towns and dramatic beaches are international destinations. Less known, though, is the tiny town of Lecce where you can stay at **Masseria Trapanà**, a restored 16th-century farmhouse set in 150 acres of olive groves with nine suites, gorgeous pool, gourmet cooking, and a tiny chapel decorated with sixth-century frescoes.

4 / At the tip of Africa, the picturesque Franschhoek Valley is just an hour’s drive from Cape Town’s gorgeous beaches. The newly-opened **Leeu Estates** is a 170-acre wine farm and 5-star hotel built around a 19th-century Cape Dutch house featuring 17 beautifully-designed rooms, suites, and cottages.

5 / Hacienda de San Antonio in Colima, Mexico sits at the foot of an active volcano in tropical gardens two hours’ drive from the coastal city of Manzanillo. Or use the hotel’s private landing strip if you prefer. This 19th-century coffee plantation, ranch, organic farm, and hotel is set in a 5000-acre nature reserve offering only 25 suites, each with its own private courtyard.



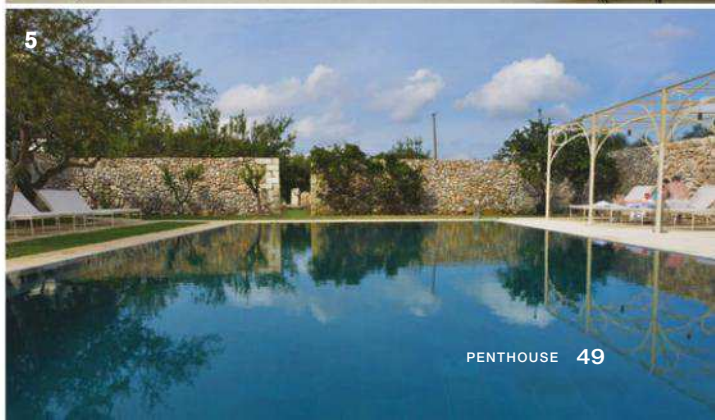
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GOING FIRST CLASS

BUSINESS travelers know more than anyone else on the planet just what a slog those 24-hour plus flights are to and from international airports, or, how miserable a 6-hour stopover can be at three in the morning.

Thankfully, some of the world's best airlines feel our pain and are rapidly beefing up those airport oases—first and business class lounges.

For this elite group, first class is getting even more luxurious, as their lounges compete for bragging rights on best design, space, food, bars, amenities, or health and fitness.


Around 1.5 billion people will travel this year, but only 9% are estimated to opt for first class flights. With airlines earning six times more per first-class mile than an economy-class mile, the growing investment in lounges doesn't look like it's stopping anytime soon. We take a look at our five favorites.

1 / British Airways First Lounge in Heathrow Airport has recently been “refreshed” to accommodate a new level of luxury. Alongside stylish furniture and polished oak floors, BA has added a “Gold Bar” sheathed in gold leaf lit by a Swarovski crystal chandelier, as well as a dedicated champagne bar surrounded by banquettes for unlimited glasses of Castelnau Vintage 2004 or Taittinger Vintage 2006.

2 / Cathay Pacific's The Pier at Hong Kong Airport has also just been upgraded using green onyx, walnut, limestone, and bronze throughout. Incorporating high-end furniture, CP aimed for a luxury apartment feel that features a champagne bar and zones for relaxation, foot massage, work, and dining, as well as 12 shower suites and five cabanas with full-size bathtubs.

3 / Qantas's First Class Lounge in Los Angeles opened two years ago using Sydney's award-winning formula with a sleek contemporary design by Marc Newson. Californian Knoll furniture, American oak walls, Tuscan Carrara marbled floors, Tai Ping wool carpets, a 48-foot bar, and separate restaurant with food designed by Rockpool's Neil Perry make a winning combination.

4 / Virgin Atlantic Upper Class Clubhouse in London's Heathrow is distinctly designed and packed with top shelf amenities. Apart from the 45-foot cocktail bar, there's The Den for multimedia, The Lodge for unwinding, The Loft via a white marble stairway, and a Clubhouse Spa offering “power showers,” treatments, haircuts, and manicures.

5 / Lufthansa First Class Terminal at Frankfurt Airport was recently voted the World's Best First Class Lounge by customers. A clean and contemporary design has inspired the Cigar Room, individual work offices, quiet rooms, spa, individual bathrooms, and restaurant. 







BORN ON THE 4TH OF JULY

It may seem like the most obvious, tiber-lazy headline, but Noelle Monique's birthday actually is July 4. We caught up with the stunning July 2016 Pet of the Month in sunny Southern California for some backyard summer fun because...AMERICA! Hold on to your wiener and enjoy!

Photography: Tammy Sands