Simply put I want to build the modern female version of Playboy. When Hugh Hefner started Playboy in the fifties it wasn’t just about the nudity, but about the freedom to live a life unencumbered by the traditional morality that restricted his generation. Sex and sexual freedom is an indispensable part of life. I estimate that there are approximately 75 million women in the United States between 18 and 44. Eight percent self report as regular consumers of pornography, so that means 6 million women candidly admit to using pornography. What I want to produce for them isn’t necessarily porn. Pornography is a dying industry – it isn’t dead and it won’t ever completely die, but it is gradually becoming more and more difficult to sell pornography. However, I think much of the problem is that the overwhelming majority of what is produced favors the male perspective – the male gaze. What if the entire industry