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By:

[Isabella Hervey, The Playboy Bunny](#)

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Celebrity Love Island star Isabella Hervey signed up with Playboy for being the new face of the magazine. Hervey confessed she enjoyed the photo shoot for them, calling it "tasteful". "The shoot was very arty and like Vogue," she says in a deep, drawly voice. "I am very excited about it. It's sexy and classy." "Playboy UK wanted somebody who had an innocence about them but could look sexy at the same time. I want to show people it can be upmarket. It's not just all about boobs and stuff like that" said the 23-year-old. Besides the magazine, Isabella will also be representing Playboy UK's website and TV channels. Lady Isabella Hervey has been living largely in the shadow of her elder sister, IT girl Lady Victoria. The stunning 23-year-old is the daughter of the late 6th Marquis of Bristol and her image has already been used to promote Chanel, Armani and Prada. She has also been on the covers of Tatler, OK and FHM magazines.