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Limited edition Pele book - £1,600
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A British publishing house has created a book in tribute to Brazilian footballing legend Pele which weighs 12kg and costs £1,600.

Only 2,500 copies of the lavishly-illustrated tome, which boasts hundreds of rare pictures of the iconic player, will be produced.

But despite a sky-high price that makes the volume more like a work of art than a book, several copies have been sold before it is even published.

One of the buyers is Tim Moufarrige, president of a sports marketing firm and a collector of limited edition books. Explaining his reasons for shelling out the price of a second-hand car for the book, he said: "Although Pele played in an era completely different from today's, he has remained everybody's favourite global football player.

"He has remained in the limelight because he has done a lot of charity work. He has always been a great ambassador for Brazil and the game. I know him personally and I just think he is a gentleman and a great role model. He has also spread the gospel of football around the world."

Pele, 65, is one of the world's best loved sportsmen, having played in the Brazilian teams that won the World Cup in 1958, 1962 and 1970.

The new book has 1,700 pictures and more than 300,000 words of text written by leading sports writers and culled from newspaper and magazine articles and books.

Ovais Naqvi, publisher of London-based Gloria Books, said: "We wanted to do the ultimate book on football and Pele is the only ultimate subject in the sport. He sits way above any other player, in his longevity on the pitch and in his stature. If you love football, you love Pele."

The book will be launched on June 14 at the opening of a new exhibition of unseen photographs of Pele curated by Ozwald Boateng at the Getty Gallery in London.

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