

For Immediate Release:

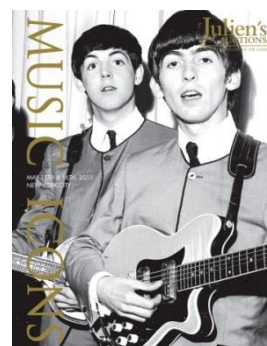
Julien's Auctions Announces Music Icons 2015

A Monumental Collection of Music Memorabilia Fit for Its Own Induction Ceremony

An Unbelievable Assortment of Some of the Most Profound Rock and Roll Historical Memorabilia Ever To Be Offered by the Renowned Auction House

Auction House hosts Bi-Coastal Exhibitions Prior to Auction

May 15-16, 2015 at Hard Rock Cafe New York



New York, New York – (April 15, 2015) – Julien's Auctions, the world's premier entertainment and music memorabilia auction house announced their highly anticipated **Music Icons Auction** event to be held at Hard Rock Cafe New York on Friday, May 15, 2015 and Saturday, May 16, 2015 beginning at 10:00 a.m. EST. The auction will represent one of the most historically significant collections of music memorabilia ever to be offered by the renowned auction house. The collection covers decades of music history including rare items from The Beatles, extraordinary guitars from the world's most iconic players, art by Frank Zappa, jewelry and original photographs of the "Material Girl," Madonna, costumes from Beyonce, Cher, Miley Cyrus, Britney Spears and even Pharrell Williams, Michael Jackson stage worn costumes, Elvis Presley's TCB tour bus and a rare **Andy**



Warhol owned and used Polaroid camera among hundreds of other items.

(photo left: Harrison 1963 Mastersound and right is Beyonce's video worn crown)



The George Harrison played 1963 Mastersound Electric Guitar (Estimate: \$400,000-\$600,000) is one of the finest highlights to be mentioned. The guitar was used by Harrison in the summer of 1963 when he had it on loan from Barratt's Music Store. A stunning Gibson SG Les Paul Standard electric guitar played by Eric Clapton (Estimate: \$30,000-\$40,000), a Slash played Gibson Les Paul (Estimate: \$30,000-\$40,000), several of Carlos Santana's owned and played guitars (various estimates) and guitar virtuoso Vinnie Vincent's guitars (various estimates) are among the vast array of instruments offered in the sale. All items can be viewed through the flip catalogs now online at www.juliensauctions.com.

(photo left: Michael Jackson Hall of Fame Induction jacket)



(Madonna original Richard Corman photograph, one of many to be offered)

Other highlights of the very special auction include **John Lennon’s Bath Robe** (Estimate: \$9,000-\$10,000), **Jimi Hendrix’s ring** presented in a carved wooden box (Estimate: \$8,000-\$10,000), **Jimi Hendrix’s jacket** (Estimate: \$4,000-\$6,000), **Britney Spears’ music video worn bra** (Estimate: \$1,500-\$3,000), **Beyonce’s “Haunted” music video worn crown** (Estimate: \$1,500-\$3,000) and video worn cape (Estimate: \$1,500-\$3,000), **Pharrell Williams’ Elle UK Cover worn Native American headdress** (Estimate: \$8,000-\$10,000), **Miley Cyrus’ VH1 Divas Latex Bolero jacket** (Estimate: \$2,000-\$4,000), **Frank Sinatra’s 1970s-1990s address book** (Estimate: \$7,000-\$9,000), a variety of iconic items from Lady Gaga including **Lady Gaga’s Stage Worn Latex Body Suit** (Estimate: \$6,000-\$8,000), a **Lady Gaga stage worn face mask** (Estimate: \$2,000-\$4,000) and a **Lady Gaga worn leather corset** (Estimate: \$2,000-\$4,000) and **Cher’s turquoise leather boots** (Estimate: \$400-\$600).

Also included is a vast selection of original **Madonna** photographs signed by Richard Corman (Estimates vary from \$300-\$2,000), original Herb Ritts photographs of **Madonna** (Estimates vary from \$800-\$1,200), a ring worn by Madonna in the “Material Girl” video (Estimate: \$3,000-\$5,000), **Madonna** handwritten note (Estimate: \$600-\$800), **Madonna stage worn American flag tank top** (Estimate: \$20,000-\$30,000) and an **original oil on burlap painting by Frank Zappa** (Estimate: \$2,000-\$4,000).

The unprecedented collection also includes a rare **Michael Jackson red face mask** (Estimate: \$1,000-\$2,000), a Michael Jackson Victory Tour jumpsuit (Estimate: \$10,000-\$15,000), a Michael Jackson owned pair of Aviator sunglasses (Estimate: \$2,000-\$4,000), a Michael Jackson Dangerous Tour costume (Estimate: \$10,000-\$20,000) and a Michael Jackson military style jacket worn to the Hall of Fame inductions (Estimate: \$10,000-\$20,000). **The Beatles** memorabilia includes a rare signed “Hard Day’s Night” album cover (Estimate: \$50,000-\$70,000), Beatles signed documents (Estimate: \$20,000-\$25,000), a rare signed Beatles “Please, Please Me” album cover (Estimate: \$30,000-\$50,000), a John Lennon erotic drawing (Estimate: \$6,000-\$8,000) and a John Lennon played piano from The Record Plant (\$40,000-\$60,000) and many more.



(Britney Spears video worn bra)

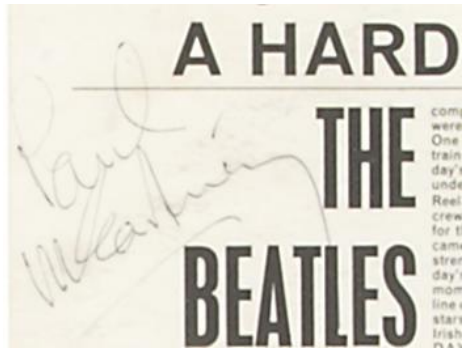
A Polaroid Big Shot Camera owned by **Andy Warhol** and gifted to talk show host and celebrity memorabilia collector Joe Franklin is also part of this auction’s offerings. Warhol famously admired Polaroid cameras, and the Big Shot model was said to be his favorite. During the 1970s and 1980s Warhol took Polaroids of numerous celebrities, including rock icons John Lennon, Tina Turner, Mick Jagger, Debbie Harry, Diana Ross and others. The Polaroids were then often utilized to create silkscreens that were used to print many of Warhol’s most quintessential portraits (Estimate: \$10,000-\$20,000).



(Photo left: Andy Warhol Polaroid Big Shot Camera)

Over 800 historical pieces of music memorabilia will be offered by Julien’s Auctions at the spring Music Icons auction at The Hard Rock Café New York located in Times Square. All lots can be viewed at www.juliensauctions.com and catalogs may be purchased online.

Fans and collectors will have the opportunity to view many of the highlights to be presented in the auction during a one week, limited engagement exhibit to be held at The Hard Rock New York beginning Monday, May 11, 2015, and ending Saturday, May 16, 2015. The exhibit will be open from 10:00 a.m. – 5:00 p.m. daily. Those in Los Angeles will also have the opportunity to view highlights of the collection from Monday, May 4, 2015 through May 16, 2015.



EXCLUSIVE PRESS PREVIEW (LOS ANGELES)

Monday, May 4, 2015

10:00 a.m. – 5:00 p.m. — 9665 Wilshire Boulevard in Beverly Hills

EXCLUSIVE PRESS PREVIEW (NEW YORK)

Monday, May 11, 2015

10:00 a.m. – 5:00 p.m. — Hard Rock Cafe New York

1501 Broadway in New York

(photo left: Beatles "Hard Day's Night" signed album)

PUBLIC EXHIBITION (LOS ANGELES)

Monday, May 4, 2015 – Saturday, May 16, 2015

10:00 a.m. – 5:00 p.m. daily (excluding Sundays)

Julien's Auctions Beverly Hills Gallery, 9665 Wilshire Boulevard

PUBLIC EXHIBITION (NEW YORK)

Tuesday, May 12, 2015 - Saturday, May 16, 2015

10:00 a.m. – 8:00 p.m.

Hard Rock Cafe New York

1501 Broadway

New York, New York 10036

AUCTION DETAILS

Friday, May 15, 2015

Session I – 10:00 a.m. EDT

Session II – 2:00 p.m. EDT

Saturday, May 16, 2015

Session III – 10:00 a.m. EDT

Session IV – 2:00 p.m. EDT



(Frank Zappa Original Burlap Painting)

REGISTERING TO BID: Registration is required to bid in this live auction and can be done in person at the exhibition and auction, or online before the sale at the JuliensAuctions.com [Registration page](#) to bid by phone, proxy or in person, or online at JuliensLive.com to bid live online, or by calling (310) 836-1818.

PLACING BIDS: There are four ways to bid in this sale:

1. Bid through Julien's Auctions Online Live in Real Time at JuliensLive.com.
2. Place bids in the room by attending the auction.
3. Bid over the telephone through an auction house representative, who sits in the room and conveys the bid to the auctioneer.
4. Enter Absentee bids. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions at (310) 836-1818 or online at juliensauctions.com at our [Register to Bid page](#).

ABOUT JULIEN'S AUCTIONS:

With expertise specializing in entertainment memorabilia, Julien's Auctions has quickly established itself as the premier auction house in high profile celebrity sports and entertainment auctions. Julien's Auctions presents exciting, professionally managed and extremely successful auctions with full color high quality auction catalogues unlike any other auction company. Previous auctions include the collections of Cher, Michael Jackson, U2, Barbara Streisand, the estate of Marilyn Monroe, Bob Hope, Les Paul and many more. Official website is www.juliensauctions.com.

ABOUT HARD ROCK INTERNATIONAL:

With a total of 198 venues in 63 countries, including 152 cafes, 21 hotels and 10 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, Fl., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Rio de Janeiro and Marrakech. New Hard Rock Hotel projects include Daytona Beach, Dubai, Los Cabos, Dallas-Fort Worth, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

PRESS CONTACT

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