

LEGENDARY SPORTS ICONS WILL BE CELEBRATED AT JULIEN'S AUCTIONS

Three Auctions over Two Days will include Football Legends Featuring the Collection of Bernhard L. Lacroix, Sports Legends and Formula One Legends

Friday, June 9, 2017 and Saturday, June 10, 2017

LOS ANGELES, CALIFORNIA – (May 16, 2017) – Julien's Auctions, the world record breaking auction house to the stars, has announced three auctions over two days in June that will celebrate the world's greatest athletes in sports history. ***Football Legends Featuring the Collection of Bernhard L. Lacroix, Sports Legends and Formula One Legends*** will highlight the two day auction to take place at the Mall Galleries in London on Friday, June 9, 2017 and Saturday, June 10, 2017.



(photo left: 2002 World Cup Brazil National Team Signed Match Used Football)

Football Legends Featuring the Collection of Bernhard L. Lacroix is being offered at auction for the very first time. A portion of the proceeds from the Football Legends

Featuring the Collection of Bernhard L. Lacroix auction will benefit The Prince's Trust charity in the United Kingdom.

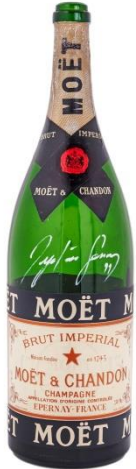
As a FIFA Match Agent, Lacroix has evolved into the role of the Match Agent for the Brazilian Football Confederation – the Confederação Brasileira de Futebol or CBF. In his role as Match Agent for the CBF, Lacroix has had the good fortune to be present with the Brazilian team during some of the greatest events in the sport including World Cups, Olympics and Confederations Cups to name a few, as well as numerous other high profile matches around the globe.



(photo top right: 2002 FIFA World Cup Gold Winner's Medal and photo left bottom: Lionel Messi 2011 Argentina National Football Team Match Worn and Signed Jersey)



Throughout his years of working in such close proximity with many football players around the world, Lacroix has become friendly and acquainted with many of the games legends and top stars including the Brazilian footballer Ronaldo, Lionel Messi, Ronaldinho and Neymar to name a few. As a result of these relationships, Lacroix has been able to obtain items in his collection directly from the players themselves. This separates his collection from most, or even all others, in the world. Due to this exclusive access and the ability to obtain items directly from the source, Lacroix can state that the provenance of the items in his collection is impeccable.



"My career as a Match Agent for FIFA has been remarkable. It has given me spectacular memories of amazing moments in football history that I was able to witness firsthand and friendships I hold dear. It's time I now part with the extraordinary artifacts in my collection so that fans and collectors from all over the world have a chance to enjoy them as much as I have," said Bernhard L. Lacroix.

Highlights of this auction include a pair of Ronaldinho Match Worn Custom Football Boots (Estimate: \$3,000-\$5,000); a 1994 FIFA World Cup Winner's Trophy with Case (Estimate: \$4,000-\$6,000); a 1994 FIFA World Cup Gold Winner's Medal (Estimate: \$40,000-\$50,000); a 1998 FIFA World Cup Silver Runner's-Up Medal (Estimate: \$10,000-\$20,000); a 2002 FIFA World Cup Gold Winner's Medal (Estimate: \$40,000-\$50,000); 2002 World Cup Brazil National Football Team Signed Match Used Football (Estimate: \$15,000-\$20,000); 2014 World Cup Brazil Training Used and Team Signed Official Football (Estimate: \$6,000-\$8,000); a 2007 First Wembley International Match England vs. Brazil National Football Team Signed Match Used Football (Estimate: \$4,000-\$6,000); a Lionel Messi 2011 Argentina National Football Team Match Worn and Signed Jersey (Estimate: \$3,000-\$5,000); a Neymar 2012 Olympics Brazil National Football Team Match Worn Jersey (Estimate: \$3,000-\$5,000); a Ronaldinho 2006 World Cup Match Worn and Team Signed Brazil Jersey (Estimate: \$5,000-\$7,000) and much more.

(photo left: Ayrton Senna signed/inscribed champagne bottle and photo right: Rubens Barrichello 2002 Ferrari Race Worn Fire suit)



Sports Legends will celebrate some of the biggest athletes in Sports history including Pelé, Andre Agassi, Evander Holyfield, Diego Maradona, Muhammad Ali and many more.

Highlights of this auction include Pelé "Escape to Victory" Film Worn Jersey (Estimate: \$8,000-\$12,000); a Jules Rimet 20th Anniversary Trophy presented to Luis Monti (Estimate: \$10,000-\$15,000); an Andre Agassi Match Used and Signed Tennis Racquet (Estimate: \$3,000-\$4,000); Evander Holyfield WBA Muhammad Ali Award Belt (Estimate: \$6,000-\$8,000); a Pelé Match Worn Brazil National Team Jersey (Estimate: \$6,000-\$8,000); a Diego Maradona Match Worn 1988-1989 Napoli Jersey (Estimate: \$2,000-\$3,000); Diego Maradona's 1977 Match Worn Football Boots (Estimate: \$1,500-\$2,500) and hundreds of other important items.

Formula One Legends will kick off the two-day auction event and will include a 1991 Moët & Chandon champagne bottle signed and inscribed by legendary Brazilian Formula One driver Ayrton Senna (Estimate: \$15,000-\$20,000); a 2003 Williams F1 FW25 Race Used Nose and Front Wing Assembly (Estimate: \$5,000-\$7,000); and a Rubens Barrichello 2002 Ferrari Race Worn Fire Suit (Estimate: \$3,000-\$4,000). The Formula One Legends auction will feature over 230 lots.

(photo right: 1994 FIFA World Cup Winner's Trophy with Case)

Almost 200 items being offered in the auction will be accompanied by a C-Type archival fine art gallery print accompanied by a COA by Getty Images.

On any given day millions of people watch their favorite sports heroes compete around the world, from global icons on the football pitch, to pugilists in the ring, to drivers testing the limits of speed and control on the race track. The thrill of the win and the agony of defeat all include an energy that can't be found anywhere outside of an arena, court, field or track. It's the thrill of every goal, every swing, or every turn around the corner that makes the Sports memorabilia offered in these auctions one of the most important facets of collecting. Julien's Auctions will offer fans a potential once-in-a-lifetime unique opportunity to take home rare Sports collectibles and memorabilia during the two-day auction event in June.



**JULIEN'S AUCTIONS FORMULA ONE LEGENDS, SPORTS LEGENDS AND FOOTBALL LEGENDS
AUCTIONS FEATURING THE COLLECTION OF BERNHARD L.
LACROIX, SPORTS LEGENDS AND FORMULA ONE LEGENDS**

Mall Galleries
The Mall
St. James's
London SW1
United Kingdom



JULIEN'S AUCTIONS PUBLIC EXHIBITION DATES

Monday, June 5 – Friday, June 9, 2017

10:00 a.m. – 5:00 p.m. BST

(2003 Williams F1 FW25 Race Used Nose and Front Wing Assembly)

JULIEN'S AUCTIONS LIVE AUCTION DATES

Friday, June 9, 2017

Session 1: 10:00 a.m. BST

Session II: 2:00 p.m. BST

Saturday, June 10, 2017

Session III; 10:00 a.m. BST

Session IV: 2:00 p.m. BST

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 catalog and 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

Julien's Auctions is the world-record breaking auction house to the stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Bob Hope, Elvis Presley, Frank Sinatra, Jimi Hendrix and many more. In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.81 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove which sold for \$480,000 making it the most expensive glove ever sold at auction. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more

information on Julien's Auctions, go to www.juliensauctions.com. Connect with Julien's Auctions at www.facebook.com/JuliensAuctions or www.twitter.com/JuliensAuctions or www.instagram.com/juliens_auctions.

PRESS CONTACT

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