

Julien's AUCTIONS

For Immediate Release:

ICONS & IDOLS SPORTS ANNOUNCED



Michael Jordan's Historic 1984 "Signing Day" Official Chicago Bulls Rookie NBA Game Jersey to Stand Atop the Auction Podium

ICONS & IDOLS: TRILOGY

★SPORTS★ Rock 'N' Roll HOLLYWOOD

DECEMBER 4, 5 & 6 2020 | BEVERLY HILLS, CA

FRIDAY, DECEMBER 4TH, 2020

Los Angeles, California - (July 27th, 2020) - Julien's Auctions presents **ICONS & IDOLS: SPORTS**, the world-record breaking auction house to the stars' highly anticipated sports event, taking place **Friday, December 4th, 2020**, live in Beverly Hills and online at www.juliensauctions.com.

The marquee highlight of the event is the historic rookie NBA official Chicago Bulls game jersey presented to Michael Jordan, the greatest basketball player of all time, who led the Chicago Bulls to six NBA championships and won the NBA Finals Most Valuable Player award in each of those championships (photo above credit: Bettmann / Getty Images). The 14 time All-Star and five-time MVP legend was named the greatest North American athlete of the 20th century by ESPN's "SportsCentury's" distinguished 48-member panel and voted Best Athlete of All Time by Harris Poll.

Jordan held up this very jersey - his very first official NBA Chicago Bulls game jersey - at his first press conference as a member of the team with Rod Thorn announcing that they had signed Jordan as their first-round draft pick with a multi-million-dollar contract. This size "44" Rawlings brand jersey is a white mesh pullover featuring "BULLS" in red with his number "23" and on the reverse side emblazoned with "JORDAN" and the number "23."



This piece of sports history and harbinger of the great things to come in the Hall of Famer's illustrious 15-year NBA career has a pre-sale estimate of \$200,000-\$400,000.

On September 12th, 1984, sports history was made in the arrival of a cultural phenomenon named Michael Jeffrey Jordan who signed his first professional contract with the Chicago Bulls. The 21-year-old basketball player's signing would signify a game changing turning point for the Bulls who that day had signed the best player in their entire franchise history. The two-time NCAA Player of the Year who played for the University of North Carolina Tar Heels was the No. 3 overall pick in the 1984 draft.

In his spectacular first season, M.J. became a sports superstar, leading the Bulls to the playoffs, winning the 1985 NBA Rookie of the Year award and starting in all 82 games and scoring an average of 28.2 points per game. That same year, the upstart Nike sneaker brand gave Jordan his own signature shoe and a \$250,000 contract as a rookie—an unprecedented feat in the company's and retail history—and created one of the most iconic sneakers of all time, the Air Jordans. Nike's first year profit expectations in the \$3 million mark were shattered when the "sneaker" craze for Air Jordans resulted in a remarkable \$126 million in sales. Air Jordans are still one of the most popular and enduring brands with Jordan's "Jumpman" logo instantly recognized and celebrated today. That first season, the rookie also doubled the team's average game attendance and set off one of the most devoted fan-bases in all of sports history. Jordan's business acumen and popularity elevated the NBA brand around the world and pioneered entirely new market categories, sponsorships, and other opportunities on and off the court for himself and other athletes to follow.

"There are only a few individual athletes who the world knows by just one name. Ali. Ruth. Namath. Jordan stands alone as basketball's greatest superstar," said Martin Nolan, Executive Director of Julien's Auctions. "Nearly 40 years ago, history was made when Michael Jordan was presented this jersey in his signing with the Chicago Bulls and the world witnessed the beginning of a sports legend's extraordinary career whose influence and impact continues to transcend beyond basketball and permeates pop culture today."

Over 500 of the most highly collectible sports artifacts from the worlds of basketball, football, soccer, baseball, hockey and more will head to the auction finish line at this once in a lifetime sale of memorabilia, uniforms, medals, awards, and sports equipment.



JULIEN'S AUCTIONS PUBLIC EXHIBITION AND AUCTION LOCATION

Julien's Auctions Beverly Hills
257 N. Canon Drive
Beverly Hills, CA 90210

Monday, November 30th – Friday, December 4th, 2020
Daily 11:00 a.m. – 5:00 p.m. Pacific Time
Free to the Public

JULIEN'S AUCTIONS LIVE AND ONLINE AUCTION**ICONS & IDOLS: SPORTS****Friday, December 4th, 2020**

Session I: 10:00 a.m. Pacific Time

Session II: 1:00 p.m. Pacific Time

For more information please email - info@juliensauctions.com or call 310-836-1818.

REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, 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.

For inquiries, please email info@juliensauctions.com or call (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. Bid over the telephone through an auction house representative.
3. Submit a bid in person.
4. Enter Absentee bids. Absentee bid forms are included in the back of each catalogue, and are also available by calling Julien's Auctions or online at www.juliensauctions.com.

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, Neil Young, Elvis Presley, Frank Sinatra, Jimi Hendrix, Hugh Hefner 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 \$4.8 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. In 2020, Julien's Auctions received its third Guinness Book of World Record placement for the sale of Kurt Cobain's "MTV Unplugged" 1959 Martin D-18E acoustic-electric guitar, which sold for \$6 million making it the world's most expensive guitar 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.

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