

Julien's
AUCTIONS



RECORDING ACADEMY
MUSICARES

For Immediate Release

**JULIEN'S AUCTIONS ANNOUNCES
ICONS & IDOLS: ROCK-N-ROLL
FEATURING PROPERTY FROM
PHILANTHROPIST MILTON VERRET**

*Michael Jackson's "Bad" Jacket, Bob Dylan's 1952 Reissue
Fender Telecaster, U2's Signature Guitars including Edge's
Gibson Explorer and Bono's Two Falcon Gretschs,
Eric Clapton's Red Roland G-505, Paul McCartney's Hofner
Bass and More to Rock the Auction Block at
Hard Rock Cafe New York*

*A Portion of Proceeds to Benefit
MusiCares[®], a Charity of the Recording Academy[™]*



*(left to right: Bob Dylan's Fender Telecaster 1952 reissue, Michael Jackson's Bad Jacket and Bono's Irish Falcon
Gretsch)*

SATURDAY, NOVEMBER 10, 2018

Los Angeles, California – (October 26, 2018) – Julien’s Auctions, the world-record breaking auction house, has announced its **ICONS & IDOLS: ROCK-N-ROLL FEATURING PROPERTY FROM PHILANTHROPIST MILTON VERRET** event at Hard Rock Café Times Square and online at juliensauctions.com on **Saturday, November 10**. Nearly 100 items from the acclaimed philanthropist’s world renowned collection of some of the most important pieces of rock-n-roll memorabilia will be sold at the two-day music extravaganza starting **Friday, November 9** which includes an all star lineup featuring historical items from music legends, Prince, Madonna, Jimi Hendrix, Elvis Presley, The Beatles, Bernie Taupin, Aretha Franklin and more.

Award-winning philanthropist and businessman Milton Verret began his mission to advance his philanthropic efforts by amassing and selling his world-renowned collection of historic music artifacts and rock-n-roll memorabilia in 2011 when he made headlines around the world by winning one of the most famous jackets in pop culture history at auction—Michael Jackson’s “Thriller” jacket.

Upon winning the jacket, he immediately informed the world of his plans to raise funds for children’s charities by touring the iconic item. After nearly a decade of combining his love of collecting and charity work, Julien’s Auctions will present at auction for the first time some of Verret’s most spectacular showpieces in his collection aligned in a philanthropic partnership with MusiCares[®], a charity of the Recording Academy™ that provides a wide range of health and human services resources to music people in need.

Another iconic piece owned and worn by the King of Pop, whose various pieces and ephemera Verret has collected since his famous first purchase, will be the auction’s main event: Michael Jackson’s “Bad” jacket (estimate: \$80,000-\$100,000). The black concert worn jacket with silver buckles and zippers from Jackson’s first tour as a solo artist, his September 12, 1987, through January 24, 1989, Bad World Tour, was one of Jackson’s most famous signature looks. The piece designed by Michael Bush and Dennis Tompkins is signed also by Jackson on the back in silver Sharpie marker “Love Michael Jackson 1998” with his signature three 0s over an arrow design. Jackson often signed “1998” as early as the 1980s. Some speculate that he did so believing that it would be the year of his death.

A rock and roll auction would not be complete without the appearance of iconic singer/songwriter and Rock and Roll Hall of Famer, Bob Dylan. His Fender Telecaster 1952 reissue electric guitar was stage played by Dylan on several tours and can also be seen in the December 1985 issue of *SPIN* magazine. The butterscotch blonde finish guitar with a black pick guard, Ash body, one piece maple, U-shape neck and fingerboard, Seymour Duncan lead pickup, and single coil Fender Telecaster rhythm pickup’s estimate is \$100,000-\$200,000.

Three of U2’s signature guitars that have played the distinct sounds on some of the legendary Irish rock band’s greatest hit singles and biggest world tours are heading to the

auction stage. One of them is U2 lead guitarist Edge's 1976 Gibson Explorer electric guitar. Edge of U2 states, "This guitar has been in my collection for 22 years. I am always on the lookout for these limited edition Gibson Explorer guitars. It became one of the backup instruments for my main 1976 reissue Explorer during the 1987 Joshua Tree world tour and many U2 tours since. This guitar has the sound that gives U2's early albums their unique timbre. Combined with a Memory Man Deluxe and a Vox AC30 most of the sounds of the *Boy*, *October*, and *War* albums are achievable. It's a classic design and in my mind one of Gibson's most innovative." The well-traveled and stage played guitar's estimate is \$60,000-\$80,000. Two of Bono's Gretsch guitars—a green Irish Falcon stage played and signed by the iconic band's frontman and a black Falcon electric guitar—will step atop the auction podium. Bono's 2005 Gretsch Irish Falcon has Bono's stamped signature on the neck of the guitar at the 12th fret position. Bono performs with U2 playing this model on such classic songs as "One" and "Walk On." His Gretsch Falcon electric guitar with Bigsby tailpiece, was signed and stage played by Bono in a performance including the Pavarotti & Friends charity concert in Modena, Italy on May 27, 2003, where Bono performed "One," and "Ave Maria." Each of the guitars are estimated to sell at \$60,000-\$80,000.

Additional highlights of the auction include: Eric Clapton's red Roland G-505 electric guitar used on the "Never Make You Cry" track from the album *Behind the Sun* (Warner Music Group, 1985) and on tour in 1984 with Roger Waters during the Pros and Cons of Hitch Hiking Tour and the 1985 Behind the Sun Tour (estimate: \$20,000-\$30,000); a Gibson Les Paul Custom hollow-body guitar, in white pearl, with f-holes and with pickup covers engraved "Happy 80th Birthday" and "From The Gibson Custom Shop" (estimate: \$30,000-\$50,000); Don Wilson's "The Ventures" 1967 Fender Jazzmaster (estimate: \$40,000-\$60,000); Bo Diddley's last stage played guitar, a 1999 Gretsch Bo Diddley model guitar, used during the bluesman's last public stage appearance May 2007 at the Horseshoe casino in Council Bluffs, Iowa (estimate: \$20,000-\$40,000); Paul McCartney's Hofner left-handed vintage bass circa 1966 used on stage in several performances including Ronnie Wood's 2012 *Somethin' Else* show in which McCartney was the special guest and on July 14, 2012, at Hyde Park in London for McCartney's performance with Bruce Springsteen for the Hard Rock Calling music festival (estimate: \$30,000-\$50,000); a Gibson Ace Frehley model Les Paul Custom sunburst with three pickups with a pickguard signed by Frehley, "To Les on your/ 90th birthday/ 6-9-05 Love Ace" (estimate: \$30,000-\$50,000); Michael Jackson's "Bad" music video gloves, Lindsay Buckingham's Turner guitar model 1-C, Deana Carter's Guild Custom Shop X-170 Tennessee orange acoustic guitar and numerous items by Bette Midler, Nirvana, Madonna, Pink Floyd, Elvis Presley and more.

Austin, Texas' hometown hero, Milton Verret is the founder of First National Reserve, First Fidelity Reserve and U.S. Money Reserve—three of the largest gold and silver firms in America. His leadership has led his businesses to become one of the top selling forces in the gold and silver industry and his successful ventures have branched into diverse industries such as skincare, beverages and entertainment with brands such as Go Smile, Moonshine Sweet Tea among others. After four decades after starting his entrepreneurial journey, Verret has committed to using his success and professional expertise to philanthropy and has supported and raised millions of dollars for more than 70 non-profit

organizations particularly in aiding children and families in need and the arts such as Make a Wish Foundation, Girl Scouts of Central Texas, the Austin Art Music Partnership, Music Rising, the Austin Film Society and more. He was named Austin's Philanthropist of the Year in 2016.

"Many of these treasures in my collection have given the world so much joy and exhilaration as they've been part of some of rock and roll's greatest artistic brilliance and performances of a lifetime," said Milton Verret. "It's tough for musicians and artists today and this auction presents another opportunity to give back to the music community. I'm proud to announce that a portion of the auction proceeds will benefit the Recording Academy's MusiCares that works to help musicians and music-related people in need."

"Julien's Auctions is proud to present for the first time this astounding collection of one of the most passionate and generous rock and roll memorabilia collectors of our time, Milton Verret," said Darren Julien, President/Chief Executive Officer of Julien's Auctions. "With every piece he collects and sells, Milton not only endeavors to preserve rock and roll history, he impacts positive change with the millions of dollars in proceeds that he gives to charities around the world."

JULIEN'S AUCTIONS PUBLIC EXHIBITION & LIVE AUCTION LOCATION

Hard Rock Cafe Times Square
1501 Broadway-Times Square
New York, NY 10036

Monday, November 5th, 2018 – Friday, November 9th, 2018
Free to the public: 11:00 a.m. – 9:00 p.m. EDT daily

LIVE AND ONLINE AUCTION

Friday, November 9

The Personal Property of Bernie Taupin

Session I: 10:00 a.m. EDT

Icons & Idols: Rock-N-Roll

Session II: 1:00 p.m. EDT

Saturday, November 10

Icons & Idols: Rock-N-Roll

Session III: 10:00 a.m. EDT

Featuring Property From Philanthropist Milton Verret

Session IV: 1:00 p.m. EDT

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](tel: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 at the Julien's Los Angeles Gallery
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. 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 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. 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/JuliensAuction or www.twitter.com/JuliensAuctions or www.instagram.com/juliens_auctions.

About Hard Rock International

With venues in 74 countries, including 185 cafes, 27 hotels and 12 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 most valuable 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 and Hard Rock Live performance venues. 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 entity The Seminole Tribe of Florida, as well as other exciting locations including Atlantic City, Bali, Cancun, Daytona Beach, Ibiza, Orlando, Shenzhen and San Diego. Upcoming new Hard Rock Cafe locations include, Maldives, Manila, Malaga, Georgetown, Fortaleza, Rosario and Chengdu. New Hard Rock Hotel,

Casino or Hotel & Casino projects include Berlin, Budapest, Desaru Coast, Dublin, London, Los Cabos, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. For more information on Hard Rock International visit www.hardrock.com.

ABOUT MUSICARES

A friend and ally of the music community, MusiCares was established by the Recording Academy to safeguard the health and well-being of all music people. A four-star charity and safety net in times of need, MusiCares offers confidential preventative, recovery, and emergency programs to address financial, medical, and personal health issues. Through the generosity of our donors and volunteer professionals, our dedicated team works across the country to ensure the music community has the resources and support it needs.

For more information, visit www.musicares.org, "like" MusiCares on [Facebook](#), and follow @MusiCares on [Twitter](#) and [Instagram](#).

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MusiCares

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