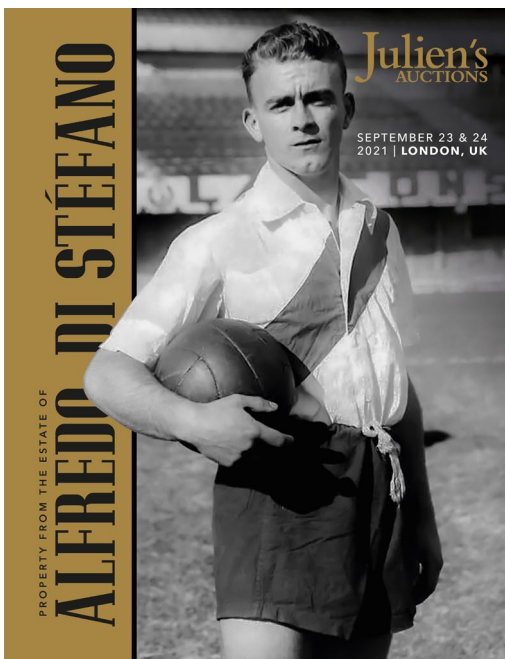


Julien's AUCTIONS

For Immediate Release:

JULIEN'S AUCTIONS PRESENTS PROPERTY FROM THE ESTATE OF ALFREDO DI STÉFANO



REAL MADRID'S LEGENDARY "PLAYER OF THE CENTURY" FOOTBALLER'S FIVE CONSECUTIVE UEFA EUROPEAN CHAMPIONS CUP WINNERS MEDALS FROM 1956-1960 TO STAND ATOP THE AUCTION PODIUM

Di Stéfano's Ballon d'Or Awards Including his 1989 Super Ballon d'Or, Iconic 1950s Real Madrid White Number 9 Jersey, Spanish National Team Red and Blue 1960s Number 9 Jerseys, Spanish League (La Liga) Champions Trophies, Plaques, Coins, Personal Items and More to Dazzle the Two-Day Auction Event in London

THURSDAY, SEPTEMBER 23RD AND FRIDAY, SEPTEMBER 24TH, 2021

Los Angeles, California - (July 28th, 2021) - Julien's Auctions announced today **PROPERTY FROM THE ESTATE OF ALFREDO DI STÉFANO**, the world record-breaking auction house to the stars' tribute to the legendary Real Madrid football champion, taking place **Thursday, September 23rd and Friday, September 24th, 2021**, live at Mall Galleries in London and online at www.juliensauctions.com.



There are 796 historic sports artifacts from the life and career of Alfredo Di Stéfano, one of the greatest footballers of all time and the number four ranking "Player of the Century" on *France Football's* storied list that includes immortals of the game, Pelé and Diego Maradona, will be presented in the two-day auction event.

The Argentine-born professional footballer and coach began his career in 1943 at the age of 17 at Argentina's River Plate and later played at Club Atlético Huracán and Colombia's Millonarios of Bogotá, where he won eight trophies during the first 10 years of his career. But it was his signing in 1953 and transfer to Spain's Real Madrid, where he would dominate the sport and become an international superstar. Nicknamed as the "Saeta Rubia" ("Blond Arrow"), for his power, skill and creativity as a forward on the field, Di Stéfano led Real Madrid to victory in the European Cup and La Liga throughout the 1950s and helped build one of the most successful team dynasties of all time. He led the club to eight Spanish League titles and five European Cup Championships, where along with Francisco Gento and José María Zárraga, was one of only three players instrumental in all five victories, scoring a goal in all five finals.

(photo left: Di Stéfano's 1956 European Champions Cup's Winners Medal)

Di Stéfano's firsts for Real Madrid also include scoring 216 league goals in 282 league games (then a club record, since surpassed by Raúl and Cristiano Ronaldo) and scoring 49 goals in 58 matches, the all-time highest tally in the European Cup (which had not been surpassed until 2005 by Raúl). Di Stéfano is also revered for his role in the club's victory over Eintracht Frankfurt in the 1960 European Cup Final at Hampden Park, known as "The Greatest Football Match Ever," which cemented Di Stéfano's reputation as the best player in the world for ensuring Real Madrid's record five consecutive European Cup wins, and by scoring three goals in the 1960 Final 7-3 victory, which remains as the highest scoring final in history. Neither of these records has yet to be beaten. In 1964, he moved to Espanyol and played there until his retirement at the age of 36. He then managed the world-famous Boca Juniors team in Argentina and other teams such as River Plate, Valencia and eventually, Real Madrid in 1982-1984 and 1990-1991.

(photo right: Di Stéfano's 1964 Real Madrid, Spanish League Champions trophy)





His career achievements include scoring 308 goals in 396 appearances for Real Madrid finishing as top goal scorer in five seasons and winning the Ballon d'Or Awards in 1957 and 1959, the highest honor any player can win in any given year. He received the Ballon d'Or's second and fourth ever honor given to an athlete since the establishment of the award in 1956 and in 1989, he became the only footballer ever to be awarded the Super Ballon d'Or Award for his contributions beyond the game. Other honors bestowed on the champion and records held by Di Stéfano include: named as Madrid's leading goal scorer in the history of El Clásico, alongside Cristiano Ronaldo; ranked as the sixth highest scorer in the history of Spain's top division and Real Madrid's third highest league goal scorer of all time; named in 2003 as the Golden Player of Spain by the Royal Spanish Football Federation as their most outstanding player from the past 50 years; named by Pelé in 2004's FIFA 100 list of the world's greatest living players; a UEFA and Real Madrid's special Presidents award in 2008 issued by FIFA at a ceremony in Madrid with an unveiling of a Di Stéfano statue; The Alfredo Di Stéfano Stadium opening in 2006 in Madrid, Spain and more. He passed away on July 7th, 2014 at the age of 88.

(photo above: Di Stéfano's circa 1960s Spanish National Team jersey. Red Number 9)

A game winning collection of medals, trophies, jerseys, awards and personal items from Di Stéfano's distinguished legacy, many of which have never been before offered to the public, will score at the auction block including (with estimates): all five of his UEFA European Champions Cup Winners Medals from 1956 (£20,000 - £40,000), where he was awarded as a player for Real Madrid in the inaugural European Champions Cup Final and the first of five consecutive European Cup wins



he would score for the club (a record which has not to date been equaled) until 1960's European Champions Cup Final at the storied "The Greatest Football Match Ever" against Eintracht Frankfurt (£20,000 - £40,000), played in front of 127,000 fans (still a record attendance for a match) and 70 million television viewers via the new Eurovision TV Network; all five of Di Stéfano's UEFA European Champions Cup Trophies from his championship 1956-1960 seasons with Real Madrid (each £10,000 - £20,000), as well as his eight Spanish League (La Liga) Champions Trophies won from 1954 to 1964 as a player for Real Madrid, and his 1971 trophy as the manager of Valencia (each £6,000 - £8,000); (photo below) all three of Di Stéfano's Ballon d'Or Awards by French magazine, France Football,

presented to Di Stéfano in 1957 and 1959 (each £20,000 - £40,000) (photo top right) and his Super Ballon d'Or awarded in 1989 (£30,000 - £50,000); his 1960 Intercontinental Cup Winners Medal won with Real Madrid in the inaugural Continental Cup (£6,000 - £8,000); his 1956-1957 European Cup Miniature Trophy won with Real Madrid (£10,000 - £20,000); Di Stéfano's five Pichichi Trophies from 1954-1959 (£3,000 - £5,000); Di Stéfano's iconic Real Madrid white Number 9 jersey, worn during the 1950s (£4,000 - £5,000) (photo below) and his Spanish National Team circa 1960s Red Number 9 jersey and a Spanish National Team circa 1960s Blue Number

9 jersey, worn to avoid color clashes with any opposing team wearing red (each lot estimate £2,000 - £4,000); UEFA President's Award 2007 presented to Alfredo Di Stéfano (£2,000 - £4,000); his 1947 Ecuador Copa America Champions Miniature Trophy won with Argentina (£6,000 - £8,000); plus, documents, commemorative plaques, coins, medals, team shorts and socks, gifts, diplomas, ID cards, artwork, and more.

"Julien's Auctions is proud to offer this spectacular collection of historical objects owned by one of the most revered and iconic footballers that ever played, Alfredo Di Stéfano," said Kendall Capps, Sports Director, Julien's Auctions. "This auction, assembled with his Estate, represents the pinnacle of Di Stéfano's triumphant career, including his record five consecutive winning European Champions Cup Gold Medals that set the course for Real Madrid to become one of the most successful teams of all time. His legacy will forever be remembered as one of the inventors of modern football who turned the game and its culture into a worldwide phenomenon."



JULIEN'S AUCTIONS PUBLIC EXHIBITION & LIVE AUCTION LOCATION

Mall Galleries,
The Mall,
London SW1,
United Kingdom

PUBLIC EXHIBITION

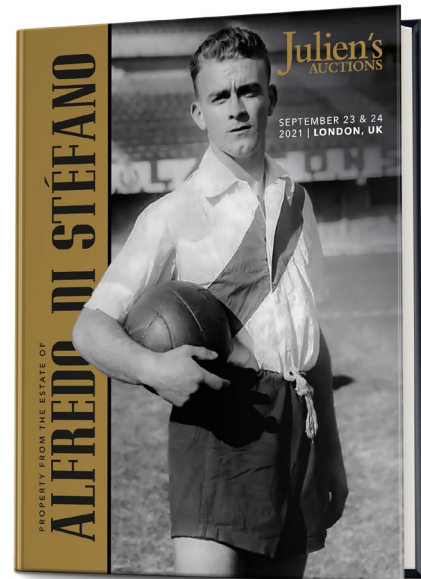
Monday, September 20th - Thursday, September 23rd, 2021
Daily 10:00 a.m. - 5:00 p.m. BST
Free to the Public

JULIEN'S AUCTIONS LIVE AND ONLINE AUCTION**PROPERTY FROM THE ESTATE OF ALFREDO DI STÉFANO****Thursday, September 23rd , 2021**

Session I: 10:00 a.m. BST

PROPERTY FROM THE ESTATE OF ALFREDO DI STÉFANO**Friday, September 24th, 2021**

Session II: 10:00 a.m. BST

**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](https://www.juliensauctions.com) Registration page to bid by phone, proxy or in person, or online at [JuliensLive.com](https://www.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 Live Auctions:

1. Bid with Julien's Auctions online and live in real time at [JuliensLive.com](https://www.julienslive.com) or via our iPhone App.
2. Bid over the telephone through an auction house representative.
3. Bid in person in the room at our auction events.
4. Bid in advance by absentee bid. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions or online by visiting www.juliensauctions.com/register-to-bid.

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, art and sports 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, Pelé and many more.

In 2016, Julien's realized \$5 million in the historic auction of the Brazilian soccer icon, three-time World Cup Champion and FIFA Player of the Century's collection of memorabilia, personal property and awards, which featured the sale of Pelé's 3 World Cup Gold medals, sold for a combined total of US \$970,992 (£674,300), including his 1970 World Cup winner's medal sold for \$427,100 (£346,000), which set world records for the most expensive Pelé item and the most expensive soccer medal ever sold at auction. In 2020, Julien's shattered multiple records of sports jerseys sold at auction in the sale of a trio of historic #23 basketball jerseys worn by Michael Jordan (his historic 1984 "Signing Day" official Chicago Bulls rookie #23 which sold for \$320,000, a new world record sale for a jersey worn by the 14 Time All-Star and five-time MVP legend), Barack Obama (the forty-fourth U.S. President's 1979 #23 Punahou School jersey which sold for \$192,000, a new world record selling price for a high school jersey) and LeBron James (the NBA legend's 2003-2004 official Cleveland Cavaliers rookie year NBA jersey rookie season which sold for \$128,000) which combined totaled \$640,000 as well as Colin Kaepernick's official San Francisco 49ers rookie jersey which sold for \$128,000, a new world record for most expensive NFL jersey sold at auction. Other notable Sports memorabilia sold by Julien's Auctions include Babe Ruth's 1938 Brooklyn Dodgers coaching uniform which sold for \$187,500 and NASCAR legend Richard Petty's 1974 Dodge Charger Daytona race-winning car which sold for \$500,000.

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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