



THE ULTIMATE DESTINATION FOR
HOLLYWOOD MEMORABILIA



For Immediate Release:

JULIEN'S AUCTIONS AND TURNER CLASSIC MOVIES (TCM)— THE ULTIMATE DESTINATION FOR HOLLYWOOD MEMORABILIA AUCTIONS— ANNOUNCE "LEGENDS: HOLLYWOOD & ROYALTY"



Special Auction Celebration of Princess Diana's Legendary Glamour and Enduring Popularity to Include Exclusive European Exhibition at The Museum of Style Icons at the Newbridge Silverware Visitor's Centre Opening May 5th

Over 1,000 Items on Offer at Summer Auction
Blockbuster of the Season Featuring 100th Anniversary
Collection of Warner Bros. Films

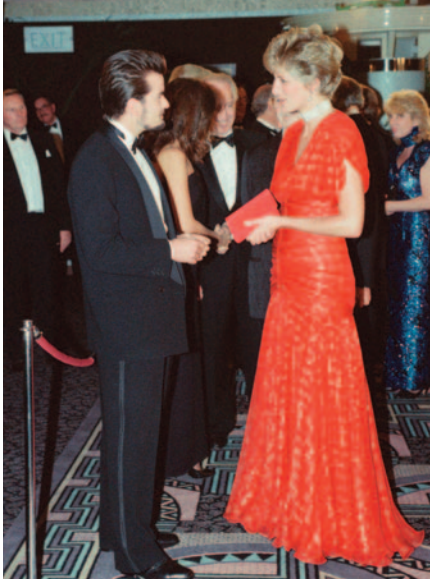
WEDNESDAY, SEPTEMBER 6TH, THURSDAY SEPTEMBER 7TH AND FRIDAY SEPTEMBER 8TH

Beverly Hills, California - (May 2nd, 2023) - Julien's Auctions and Turner Classic Movies (TCM), announced today **"LEGENDS: HOLLYWOOD & ROYALTY"** the auction blockbuster of the season taking place live **Wednesday, September 6th, Thursday, September 7th** and **Friday, September 8th** in Beverly Hills and online at JuliensLive.com. The latest co-brand extension from the two companies' exclusive joint collaboration, combining the rich legacies of the world-renowned auction house to the stars and Hollywood's most revered purveyor of classic movies, will offer film fans, pop culture enthusiasts and memorabilia collectors a unique and dynamic destination like no other.

A premium curated collection of over 1,000 of the most iconic and fascinating objects synonymous with Hollywood's greatest legends and the world's most famous cultural figures of all time will be available to the public to experience and relive timeless moments in pop culture history via exclusive exhibitions, screenings, catalogs, on-air and online programming on the companies' respective channels and platforms, events and more before offering these treasures for sale at Julien's and TCM's once-in-a-lifetime auction.

Coming attractions include a special 100th anniversary celebration of Warner Bros. spotlighting hundreds of costumes, props, behind the scenes production material, photographs, memorabilia, artifacts, ephemera and more from the legendary films produced by the storied Hollywood film studio.

Julien's Auctions and Turner Classic Movies also announced today that a collection of the royal icon who embodied the very definition of legend-Princess Diana-will be one of the marquee headliners of their two-day blockbuster summer event. The collection consists of three rare and important garments owned and worn by Diana, Princess of Wales, that have not been seen in public in over 30 years since their auction by Christie's in 1997.



With recent events of the British royal family making history once again from the passing of Her Majesty Queen Elizabeth II to the upcoming coronation of King Charles III, Hollywood's fascination and interest in the monarchy has grown more than ever in this momentous time. The pomp and pageantry of the British monarchy have reigned at Julien's history of record-breaking sales of iconography from the royal wedding cakes to the collection of The Windsors, and TCM's programming of classic films revolving around the lives and times of the royals from King Arthur to the Queen of England has enthralled their audiences of millions.



This auction celebration of Princess Diana's timeless style and legacy as one of the world's most glamorous and beloved public figures in history marks the 27th anniversary of her untimely passing on August 31st, 1997.

In honor of this anniversary, an exclusive advance preview exhibition dedicated to Diana's enduring style and popularity will open May 5th and run throughout the summer at The Museum of Style Icons at Newbridge Silverware in Newbridge, Co. Kildare in their new exhibition called "Princess Diana - Fashion from the Wardrobe of The People's Princess." The visiting pieces will be displayed before heading to auction alongside The Museum of Style Icons' permanent Princess Diana exhibits which include her famous pale pink Emanuel blouse famously worn in her engagement portrait by Lord Snowdon in 1981, the final calico toile for Diana's royal wedding gown and a replacement veil and her "India" state visit Catherine Walker evening gown.

The top auction highlight is a stunning scarlet red silk Bruce Oldfield gown worn by Princess Diana while attending the film premiere of *Hot Shots!* at the Odeon Leicester in November of 1991 with President Arpad Goncz of Hungary and his wife Szusza. The gown has a draped short sleeve bodice with a slender fitting ruching to the waist and hips with an all over lamé tartan motif. The much-photographed dress (photo above left credit: Trinity Mirror / Mirrorpix / Alamy Stock Photo) has an estimate of \$200,000 - \$400,000.

Also appearing in the auction are dresses by Catherine Walker, the famed British couturier to Princess Diana and one of her favorite designers. Walker created Princess Diana's most famous garments for 16 years including the black cocktail dress that she was buried in and whose designs are still worn by many of the royals today including Kate Middleton, the current Princess of Wales. This slender fitting strapless Catherine Walker gown (estimate: \$60,000 - \$80,000) worn by Princess Diana to a private function is made of white silk crepe with bold bands of black silk velvet with a graduated hemline and silk lining (photo right).





Another stunning highlight is a Catherine Walker evening gown (*photo left*) worn by Princess Diana to a gala dinner at the Royal York Hotel in Toronto, Canada in 1991. The gown has a fitted black faille bodice with a décolleté neckline and off the shoulder short sleeves with a draped jade silk skirt with fringed sash and side slit (estimate: \$100,000 - \$200,000).

The complete "Hollywood Legends" lineup of items, including special items honoring the 100th anniversary of Warner Bros., will be announced on Julien's Auctions and TCM in the coming weeks.

"Julien's Auctions is pleased to announce our latest auction presentation with our esteemed partner TCM featuring two marquee collections that truly embody the stuff of 'Hollywood Legends,' Warner Bros. and Princess Diana," said Darren Julien, Founder and President of Julien's Auctions. "Together, we look forward to celebrating 100 years of Warner Bros. and over 10 centuries of the Royal Family with our special showcase of treasures from the legendary Hollywood movie studio and the beloved People's Princess, one of the most photographed women in the world who changed the monarchy forever and whose persona continues to captivate the public and Hollywood today through tributes and film and television works about her life."

"Classic film has been captivated by the British Royal Family since the advent of cinema, with stars such as Bette Davis, Elizabeth Taylor, and Dame Judi Dench portraying the current monarch's ancestors," said Pola Changnon, general manager of TCM. "It's only fitting that the main attraction of this auction is a dress Princess Diana wore to a film premiere more than 30 years ago."

William Doyle, CEO of Newbridge Silverware said, "Princess Diana was much loved all around the world whose fashion and style make her one of the most enduring style icons of all time. We are delighted to work with Julien's Auctions and TCM to bring these three very important Princess Diana garments to our new exhibition in Ireland."

Named one of Ireland's top five free visitor attractions by Fáilte Ireland, the Museum of Style Icons (MOSI) hosts numerous collections and artefacts relating to stars of the silver screen including Audrey Hepburn, Marilyn Monroe, Princess Grace, Elvis and The Beatles and many more.

For more information see www.newbridgesilverware.com or call + 353 (0) 45 431301

THE MUSEUM OF STYLE ICONS AT NEWBRIDGE SILVERWARE

The Museum of Style Icons at the Newbridge Silverware Visitor Centre in Newbridge, Co. Kildare (Ireland) contains one of the most unique collections of fashion and cinema memorabilia in the world and welcomes over 350,000 visitors a year. The free to enter museum has several permanent exhibitions dedicated to design and style while celebrating some of the world's most iconic personalities from the worlds of fashion, film and entertainment. Just some of the legendary stars of film and television known worldwide whose garments, fashion and personal effects are on permanent display at the museum include Audrey Hepburn, Grace Kelly, Marilyn Monroe, Princess Diana, Elvis Presley, Elizabeth Taylor, The Beatles, Bob Dylan, Kim Kardashian and many others.

It is open 7 days a week and admission is free. For more see www.visitnewbridgesilverware.com

EXHIBITIONS & LIVE AUCTION LOCATION

The Museum of Style Icons at The Newbridge Silverware Visitor's Centre

Athgarvan Road, Newbridge,
Co. Kildare, Ireland
W12 HT62

PUBLIC EXHIBITION

Opens Wednesday, May 3rd, 2023

Tickets & Information:

<https://visitnewbridgesilverware.com/about-the-museum-of-style-icons>

JULIEN'S AUCTIONS PUBLIC EXHIBITION AND AUCTION LOCATION

Julien's Auctions

257 N. Canon Drive Beverly Hills, CA 90210

Monday, August 28th - Friday, September 1st and Tuesday, September 5th, 2023

Daily 11:00 a.m. - 5:00 p.m. Pacific Time

Free to the Public

JULIEN'S AUCTIONS LIVE AND ONLINE AUCTIONS

JULIEN'S AUCTIONS AND TCM PRESENT: "LEGENDS: HOLLYWOOD & ROYALTY"

Wednesday, September 6th, 2023

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

JULIEN'S AUCTIONS AND TCM PRESENT: "LEGENDS: HOLLYWOOD & ROYALTY"

Thursday, September 7th, 2023

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

JULIEN'S AUCTIONS AND TCM PRESENT: "LEGENDS: HOLLYWOOD & ROYALTY"

Friday, September 8th, 2023

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

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 Live Auctions:

1. Bid with Julien's Auctions online and live-in real time at 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.

Julien's Auctions now accepts payments with cryptocurrencies including Bitcoin, Bitcoin Cash, DAI, Ethereum, Litecoin, Dogecoin and USD Coin.

TCM

Turner Classic Movies (TCM) is a two-time Peabody Award-winning network that presents classic films, uncut and commercial-free, from the largest film libraries in the world highlighting "where then meets now." TCM features the insights from Primetime host Ben Mankiewicz along with hosts Alicia Malone, Dave Karger, Jacqueline Stewart and Eddie Muller, plus interviews with a wide range of special guests and serves as the ultimate movie lover destination. With more than two decades as a leading authority in classic film, TCM offers critically acclaimed series like *The Essentials*, along with annual programming events like *31 Days of Oscar®* and *Summer Under the Stars*. TCM also directly connects with movie fans through popular events such as the annual TCM Classic Film Festival in Hollywood, the TCM Big Screen Classics screening series, and the TCM Classic Cruise. In addition, TCM produces the wildly successful podcast "The Plot Thickens," which has had more than 7 million downloads to date. TCM hosts a wealth of material online at tcm.com and through the Watch TCM mobile app. Fans can also enjoy a classic movie experience on the TCM hub on HBO Max.

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the 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 and two years later, sold Michael Jackson's jacket from "Thriller" for \$1.8 million. 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. In 2022, Julien's Auctions sold the world's second most expensive guitar ever sold at auction in the sale of Kurt Cobain's "Smells Like Teen Spirit" music video 1969 Fender Mustang electric guitar, which sold for \$4.5 million. 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

Julien's Auctions

Mozell Miley-Bailey mozell@homagepr.com
(646) 653-3105 info@juliensauctions.com

TCM

Taryn Jacobs Taryn.Jacobs@warnermedia.com

The Museum of Style Icons

Aileen O'Brien aileen@obrienpr.com
+353 (0) 86 8403624