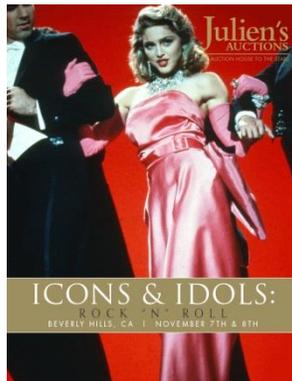


For Immediate Release:

**JULIEN'S AUCTIONS ANNOUNCES THE LARGEST COLLECTION OF
MADONNA MEMORABILIA FROM HER PERSONAL AND PROFESSIONAL
LIFE EVER TO BE AUCTIONED**



Beverly Hills, California – (August 19, 2014) – Julien's Auctions, the world's premier entertainment and music memorabilia auction house, has announced the rare opportunity to bid on the largest collection of Madonna memorabilia from her personal and professional life ever to be offered at auction. The carefully curated collection will be offered during the Icons & Idols: Rock 'n Roll auction in Beverly Hills in November.

The legendary musical icon will be celebrated throughout the vast collection which includes the famous Marilyn Monroe inspired dress, stole and jewelry worn in her "Material Girl" video (dress and stole estimate: \$20,000-40,000) and over thirty of Madonna's period clothing pieces from *Evita* along with accessories and jewelry from the film (Various estimates: \$800-6,000). In addition, costumes from *A League of Their Own* (Estimate: \$3,000-5,000), *The Next Best Thing* (Estimate: \$3,000-5,000), her "Music" music video (Estimates ranging from \$2,000–\$6,000), and the video for "American Pie" (\$1,000-5,000) will also be included and on the auction block.



(photo left: "Material Girl" worn dress)

Madonna is known for her constant reinvention as a performer. Never one to shy away from controversy or taking risks, her biggest hits include "Papa Don't Preach," "Like a Prayer," "Material Girl" and "Vogue" among others. Her rise to stardom, versatility as a film and music star and her personal life stories remain legendary. She has been listed as one of the wealthiest female musicians of our time having sold over an unprecedented 300 million records.



(photo above right: "Evita" worn gown)

Her long list of awards includes GRAMMY Awards, American Music Awards, MTV Video Awards, Billboard Awards, VH-1 Fashion Awards, a Hollywood Walk of Fame and so many more. Some of the many awards she has won will be offered for sale during this auction event. Madonna also has never been shy about her sexual side. Available at auction will be the latex mask, waspie, gloves, bra and panties worn with Katy Perry for a 2014 *V Magazine* cover photo shoot (Estimate: \$1,000-4,000) and the vintage costume pieces worn for Madonna's sexy Re-Invention publicity materials. As early as 1985 Madonna was honing her sexy persona when she posed for Bill Stone who published the nude photographs he took in *Penthouse* magazine. Negatives and prints from that sitting will also be offered.



(photo left: Cover of V Magazine, clothing from photo shoot)

At the start of Madonna's professional career, she worked with photographer Edo Bertoglio to create a photo for the cover of her first album, *Madonna* (originally slated to be titled *Lucky Star*). Several of the original photographs remained with Madonna's friend Martin Burgoyne and will be offered for sale (Estimate: \$1,000-2,000). Other early career items include handwritten notes on concert choreography (Estimate: \$800-1,200), handwritten working lyrics (Estimate: \$800-1,200), Madonna's personal AFTRA card (Estimate: \$800-1,200), signed film contracts (Estimate: \$800-1,200) and signed clothing items (Estimate: \$600-800). Included in the collection are a selection of foreign and domestic record sales awards, a Billboard Music Video Award (Estimate: \$1,000-2,000), a 1991 American Music Award (Estimate: \$4,000-6,000), an MTV video Music award (Estimate: \$4,000-6,000), and an MTV European Music Award (Estimate: \$4,000-6,000).

Madonna's fans and detractors have been as interested in Madonna's personal life as they have in her professional career. This collection will indeed offer an intimate glimpse into Madonna's private world. Most revealing is a day planner/diary from 1988. The diary includes Madonna's handwritten notes on nearly every page with appointments: appearing on *Late Night With David Letterman*, dates with then-husband Sean Penn as well as birthday reminders and holiday plans (Estimate: \$2,000-4,000). Among the other items are a signed document relating to her separation from Sean Penn (Estimate: \$1,000-2,000), financial document (Estimate: \$800-1,200), signed checks (Estimate: \$600-800), her personal make-up compact (Estimate: \$1,000-2,000) and the 1972 Junior High School yearbook she was photographed in as a teenager (Estimate: \$800-1,200).

Icons & Idols: Rock 'n Roll at Julien's Auctions will explore and celebrate the life and career of Madonna through property and personal items that have defined her stunning incarnations: sex symbol, diva, writer, actress, mother and wife.

(photo right: American Music Award for "Vogue")

A special exhibit of the Collection of Madonna Memorabilia will open at the Newbridge Silverware's Museum of Style Icons (MOSI) on Monday, August 18, 2014 and run through Monday, September 15, 2014 in Kildare, Ireland. Hours are 9:00 a.m. – 6:00 p.m. Monday through Saturday and 9:00 a.m. – 6:00 p.m. on Sundays and bank holidays. Free entry and parking is included.



PUBLIC EXHIBITION (Beverly Hills, California)

Monday, November 3rd – Friday, November 7th, 2014

10:00 a.m. – 5:00 p.m. Pacific Time

Julien's Auctions Gallery

9665 Wilshire Boulevard, Suite 150

Beverly Hills, CA 90210

(Across from Saks Fifth Avenue — parking available in underground garage)

ICONS & IDOLS: ROCK N' ROLL AUCTION

Friday, November 7th, 2014

Session I – 9:00 a.m. Pacific Time

Session II – 1:00 p.m. Pacific Time

Saturday, November 8th, 2014

Session III – 9:00 a.m. Pacific Time

Session IV – 1:00 p.m. Pacific Time

Both sessions to take place at Julien's Auctions Gallery, 9665 Wilshire Blvd in Beverly Hills (across from Saks 5th Avenue). Parking available on-site.

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 catalogue, and are 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

With expertise specializing in entertainment memorabilia, Julien's Auctions has quickly established itself as the premier auction house in high profile celebrity and entertainment auctions. Julien's Auctions presents exciting, professionally managed and extremely successful auctions with full color high quality auction catalogues unlike any other auction company. Previous auctions include the collections of Cher, U2, Barbara Streisand, the estate of Marilyn Monroe and many more. Official website is www.juliensauctions.com. Julien's Auctions was also the subject of the Lifetime TV unscripted series "Celebrity Home Raiders."

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