

BREAKING NEWS

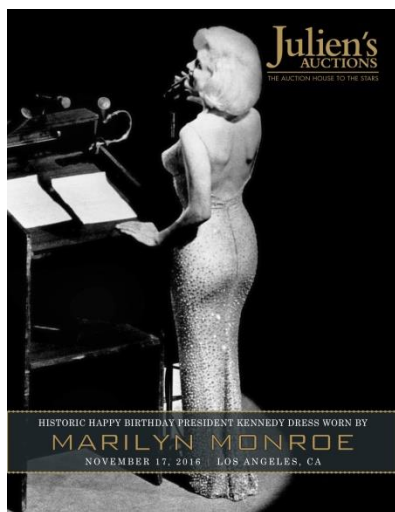
JULIEN'S AUCTIONS SETS ANOTHER WORLD RECORD AND RAISES NEARLY \$11 MILLION

The Largest Collection of Marilyn Monroe Personal and Career Items Offered at one Auction Highlighted by Sale of "Happy Birthday Mr. President Dress" Selling for \$4.81 million to Ripley's Believe It or Not, the Marilyn Monroe Platinum and Diamond Blancpain Watch Selling to the Blancpain Company in Switzerland and Tommy Hilfiger Taking Home the Marilyn Monroe Minaudière for his Wife Dee

More Stunning Highlights of Three-Day Auction Event Announced

Los Angeles, California – November 19, 2016 – Julien's Auctions, the world-record-breaking auction house to the stars, hosted a three day massive auction of Marilyn Monroe's personal and career items which began on Thursday, November 17, 2016 and ended this evening, November 19, 2016. The three-day auction event raised nearly \$11 million. Julien's Auctions added another world record to their list when the iconic "**Happy Birthday Mr. President**" dress worn by Marilyn Monroe in 1962 when she famously sang to President John F. Kennedy at Madison Square Garden in New York sold for the record

price of \$4.81 million to **Ripley's Believe it or Not**. Throughout the three days, bidders from around the world, some famous and more highly competitive, bid from all corners of the world on items from costumes to personal notes of the most legendary screen star of all time. The dress was presented on the custom-made mannequin that was designed to match Marilyn Monroe's exact body measurements.



Marilyn Monroe's Blancpain Platinum and Diamond watch was won by the **Blancpain** company, bringing the watch back to its original home in Switzerland. The watch sold for \$225,000. Marc A. Hayek, Blancpain President & CEO, said "We are thrilled to have this exceptional timepiece, which was once owned by America's most iconic star, return to its original home in Switzerland."

Fashion icon **Tommy Hilfiger** won the Marilyn Monroe Pandora minaudière evening bag at auction in an unintentional bidding war with his friend Tommy Mottola who wanted it for his wife Thalia. The embellished citrine crystal floret minaudière includes Marilyn's lipstick, unused cigarettes, comb and a heavily used cotton powder make up buffer with mirror and two Mercury dimes dated 1943 and 1945. The two Tommy's battled it out, with Hilfiger becoming the victor at \$187,500. He bought it as a birthday gift for his wife Dee Ocleppo who designs luxury handbags.

Fashion designer **Bob Mackie** was also in the house on Thursday evening. The Mackie sketch and book sold for \$21,875.

Other stunning highlights included the “Some Like it Hot” cocktail dress which sold for \$450,000; a Marilyn Monroe “Rose Tattoo” premiere gown which sold for \$125,000; a red orange dress worn by Marilyn for a portrait which sold for \$112,500; the Marilyn Monroe “Niagara” negligee which sold for \$59,000; a Marilyn Monroe owned rhinestone bracelet which sold for \$18,750; a group of Marilyn Monroe owned magazines which sold for \$10,000; the “No Business Like Show Business” gown which sold for \$81,000; the Marilyn Monroe “Bus Stop” costume, studio image and tear sheet which sold for \$100,000; a Marilyn Monroe “The Prince and the Showgirl” gown and window card which sold for \$75,000; a Marilyn Monroe program from President Kennedy’s 1962 Birthday Celebration which sold for \$12,500; and a Marilyn Monroe received letter from Jean Kennedy Smith which sold for \$28,000.

A custom bound copy of Arthur Miller’s Collected Works sold for \$25,000; a Marilyn Monroe signed driver’s license sold for \$18,750; an original crayon figural drawing by Monroe sold for \$25,000; Marilyn Monroe’s 1962 address book sold for \$30,000; a group of 13 LPs and 45s featuring Marilyn Monroe sold for \$15,625; a signed photograph of Marilyn Monroe sold for \$14,000; an index card signed by Marilyn Monroe sold for \$7,680; and a pair of Marilyn Monroe’s Ferragamo shoes sold for \$34,000.



The three day auction event raised the highest amount achieved by Julien’s Auctions for one auction event.

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 from the world of entertainment, Rock n' Roll, sports and art. Founded by Darren Julien, Julien's Auctions has achieved international recognition for its extraordinary auction events which attract thousands of collectors, investors, fans and enthusiasts from around the world.

Julien's Auctions specializes in auctioning iconic artifacts and notable collections from the world's most recognizable stars including Marilyn Monroe, John Lennon, Ringo Starr, Jane Fonda, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Larry Hagman, Les Paul, Bob Hope, Elvis Presley, Frank Sinatra, Jimi Hendrix and many more.

Each auction is beautifully documented in a collectible high gloss auction catalog uniquely capturing the story of the collection and photographs of each treasure.



Based in Los Angeles, Julien's Auctions has an international presence and is featured widely in the press both domestically and internationally while bringing their exhibitions and auctions to 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, by phone and by text. Darren Julien, Founder & CEO, and Martin Nolan, Executive Director, head up the organization and together have led the renowned auction house to world record breaking auction results.

For more information please visit www.juliensauctions.com

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