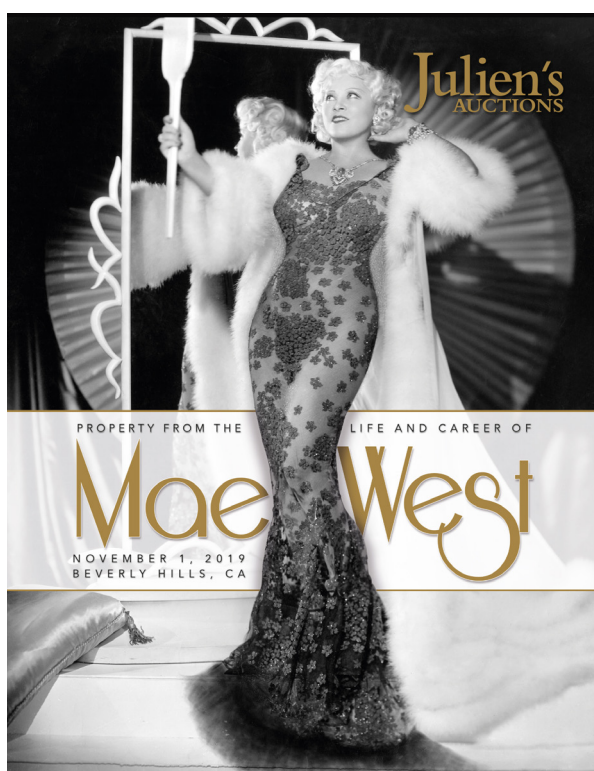


Julien's AUCTIONS

For Immediate Release:

JULIEN'S AUCTIONS ANNOUNCES PROPERTY FROM THE LIFE AND CAREER OF MAE WEST



*Special Auction Celebration
of the 1930s Hollywood
Icon's Bodiced Gowns,
Headdresses, Tiaras, Film
Costumes, Scripts and
More to Headline Two-
Day "Legendary Women
of Hollywood" Auction
Extravaganza*

NOVEMBER 1, 2019 IN BEVERLY HILLS

Los Angeles, California - (July 29, 2019) - Julien's Auctions, the world-record breaking auction house, has announced its highly anticipated event **PROPERTY FROM THE LIFE AND CAREER OF MAE WEST** auction, part of the **LEGENDARY WOMEN OF HOLLYWOOD** two-day extravaganza taking place on **Friday, November 1** and **Saturday, November 2, 2019** at The Standard Oil Building in Beverly Hills and live online at julien auctions.com.



(photo left : Mae West's Diamond Lil gown,
photo right: gold lamé headdress)



This special event celebrates the trailblazing career and style of the 1930s American actress, singer, playwright, screenwriter, comedian, and sex symbol. The star who coined legendary one liners such as, "When I'm good, I'm very good, but when I'm bad, I'm better," will showcase a dazzling collection of ornate headdresses, tiaras, jewelry, wigs, film and stage worn bodiced gowns and more.



Born in Brooklyn, NY on August 17, 1893, Mary Jane "Mae" West began her seven decades long entertainment career on amateur nights at the age of six years old. West attracted immediate attention performing various personas, such as a male impersonator, and developed her signature sashaying walk early in her adult career. She was singled out by the *New York Times* for her performance at the age of 18 in the Broadway 1911 revue of *A La Broadway* and appeared in various stage productions including *Vera Violetta* opposite Al Jolson, *A Winsome Widow* in 1912 playing a vamp and in her big break as Mayme who danced the shimmy in the Schubert Brothers revue, *Sometime*. From the start of her career, West's work was met with censorship and controversy when she began writing and starring in her own risqué plays including the 1926 Broadway play, *Sex*, whose production was panned by religious groups and conservative critics. (photo right: West's 1940 custom made silk dress)

West returned to the stage where her career flourished and performed one of her most popular stage roles as Catherine the Great in Broadway's *Catherine Was Great* (1944), a spoof of the Russian empress' story, which was produced by theater and film producer Mike Todd and ran for nearly 200 performances. In 1949, West followed up her successful run with her revival of her 1928 play, *Diamond Lil*, which the *New York Times* raved about and called her an "American institution." In the 1950s and the following decades, West pursued a successful and record-breaking career touring her famous show in top nightclubs, in theater and on Broadway as well as in Las Vegas, in the United Kingdom and on radio and television. The American Film Institute ranked her number 15 on their list of greatest female stars of classic American cinema.

"Mae West was an indomitable force to be reckoned with who pushed the envelope and broke all the rules," Darren Julien, President/CEO of Julien's Auctions said. "Julien's Auctions is proud to present this fabulous collection and an important archive of her work and singular style that made her one of the first female icons and feminist pioneers of her time."



One of the top highlights of the auction will be an array of her curvaceous, show stopping costumes, such as a custom made scarlet red satin gown worn by West in the 1950 production of *Diamond Lil* (estimate: \$10,000-\$20,000). The gown has a boned bodice with puffed layered tulle sleeves and is embellished with foliate trim with ruby red bugle beads, sequins, and faceted glass in metal casing and a long skirt with layered tulle embellishment

and a train. Also included is the custom made rose silk chiffon hostess gown worn by Mae West in the 1952 production of *Diamond Lil* (estimate: \$2,000-\$4,000).

Other highlights on offer include:

- a collection of over 250 fan letters to Mae West dated from 1969 to 1980 housed in four ivory colored scrap books which West would show to press when they would come to her Rossmore home (estimate: \$600-\$800);
- a gold tone trophy on a wood and marble base that reads "To the Queen of Mens Hearts Miss Mae West From your Athletes we love you 1955" (estimate: \$500-\$700);
- a gold tone tiara with rhinestones and painted faceted glass stage worn by Mae West in her starring role as Catherine II of Russia in the 1944-45 Broadway production of *Catherine was Great*, which she wrote (estimate: \$800-\$1,000) (*photo above left*);
- a black silk dress worn by West in 1952 while viewing the Navy's latest "Mae West" life-jackets (estimate: \$1,000-\$2,000);
- a hand held wood mirror frame painted ivory with gold detail used by West in her 1950s Las Vegas stage show (estimate: \$600-\$800) (*photo page 5*);
- a custom made silk chestnut maxi dress with ivory dots worn by Mae West in 1940 (estimate: \$1,000-\$2,000);
- a circa 1960s custom made white silk dress printed with artistic black roses (estimate: \$600-\$800);

- an inscribed "Mae West" life preserver presented to West by Major George Gaines in 1954 (estimate: \$600-\$800);
- a 'Dialogue Continuity' script from arguably the star's most famous film, the 1933 Paramount release co-starring a young Cary Grant annotated with West's pencilled edits as well as the film's treatment titled "Don't Call Me Madame," the working title of the film (estimate: \$2,000-\$3,000);
- West's custom made heavily embellished gold lamé headdress worn in photographs taken by G. Maillard Kessler B.P. circa 1944 for promotional pieces for *Catherine was Great* (estimate: \$1,000-\$2,000);
- a blonde *Catherine was Great* wig worn by West in the 1944-1945 Broadway production (estimate: \$800-\$1,000) and more.



JULIEN'S AUCTIONS

The Standard Oil Building Beverly Hills
257 N. Canon Drive
Beverly Hills, CA 90210

PUBLIC EXHIBITION

Monday, October 28 - Friday, November 1, 2019

11:00 a.m. - 6:00 p.m. Pacific Time

Free to the Public

LIVE AND ONLINE AUCTION**PROPERTY FROM THE LIFE AND CAREER OF MAE WEST**

Friday, November 1, 2019

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

PROPERTY FROM THE LIFE AND CAREER OF MARILYN MONROE

Friday, November 1, 2019

Session II: 1:00 p.m. Pacific Time

LEGENDARY WOMEN OF HOLLYWOOD

Friday, November 1, 2019

Session III: 2:00 p.m. Pacific Time

PROPERTY FROM THE LIFE AND CAREER OF OLIVIA NEWTON-JOHN

Saturday, November 2, 2019

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

Session II: 1:00 p.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 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, 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. 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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