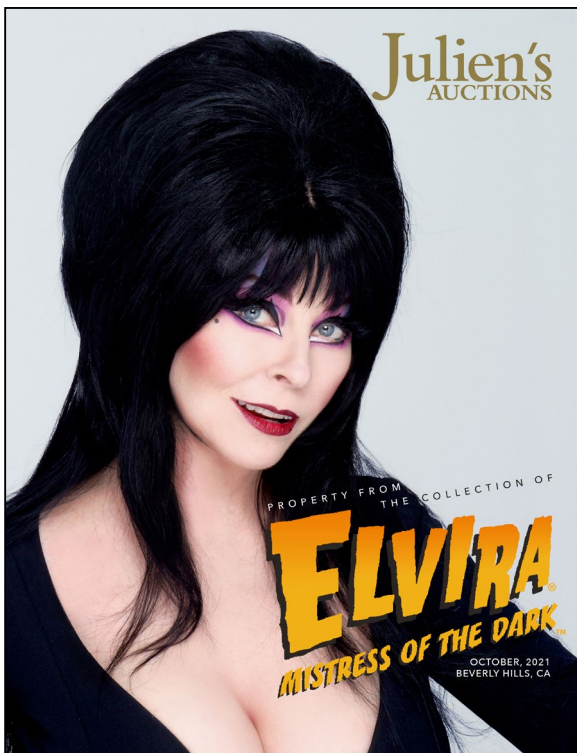


Julien's AUCTIONS

For Immediate Release:

JULIEN'S AUCTIONS ANNOUNCES PROPERTY FROM THE COLLECTION OF ELVIRA, MISTRESS OF THE DARK



A Spooktacular Collection of the "Queen of Halloween's" Personal Memorabilia - Famous Black Gown, Velvet Cape, Scripts, Furniture, Props, Accessories and Beyond from Her Cult Television Series and Film to Haunt the Auction House Event

OCTOBER 2021

Los Angeles, California - (October 29th 2020) - Julien's Auctions, the world-record breaking auction house to the stars, has announced its spine-tingling event **PROPERTY FROM THE COLLECTION OF ELVIRA, MISTRESS OF THE DARK** will take place in October 2021 in Beverly Hills and live online at juliensauctions.com. The exclusive auction celebration of the career of American actress, writer, singer, pop culture icon and sex symbol, Cassandra Peterson, known the world over as "Elvira, Mistress of the Dark" will showcase a frightful collection of her personal memorabilia, including her signature black gown, props and costumes from her television series and films as well as jewelry, a pinball machine and other Elvira ephemera from the pioneering horror host who was the first ever to be syndicated throughout the U.S. on national television.

Cassandra Peterson began her career in entertainment as a Las Vegas showgirl and appeared in the James Bond film *Diamonds are Forever* and Federico Fellini's *Roma*. In 1979, she joined the Los Angeles based improvisational group The Groundlings where she created a California "Valley Girl" character which would evolve into her iconic persona as Elvira. In 1981, Peterson was offered the role of horror host of Los Angeles KHJ-TV's *Movie Macabre*, a local late-night movie show

(photo: outdoor water fountain)



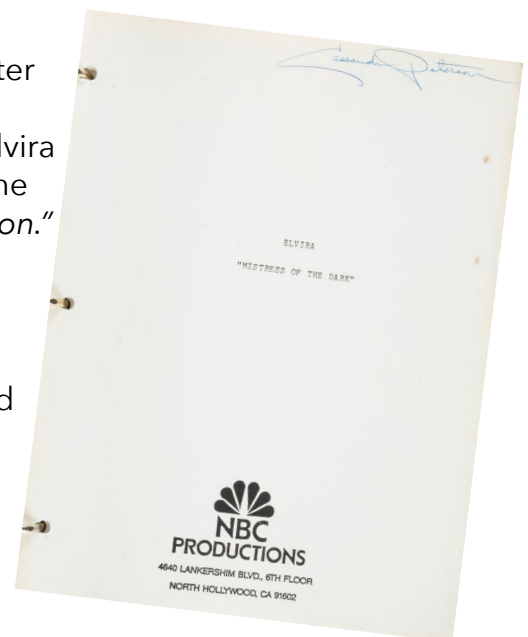
featuring B horror, sci-fi and genre movies. Peterson's Elvira character

attracted immediate attention and raised eyebrows for her tight-fitting, cleavage-enhancing black gown and vampire/punk look. Her campy humor and sexy gothic appearance made her a beloved cult figure with late-night viewers of the show which was soon re-titled *Elvira's Movie Macabre*. Her popularity soared and the Elvira brand grew into an empire during the 1980s-1990s that included Halloween costumes, comic books, action figures, trading cards, pinball machines, décor, Halloween albums, model kits, perfume, beer, dolls and more. In 1985, Elvira began hosting a successful home video series called *Thriller Video* with horror and genre films chosen by Peterson which led to a second video set, *Elvira's Midnight Madness* and the DVD horror-film collection *Elvira's Box of Horrors*.

(photo left: Elvira's original black gown)

In the late 1980s and early 1990s, Elvira-themed computer games *Elvira: Mistress of the Dark*, *Elvira 2: The Jaws of Cerberus* and *Elvira: The Arcade Game* were released. Elvira was also one of the characters in 2007 PlayStation 3 game *Pain* and in 2017's *Call of Duty: Infinity Warfare "Absolution."*

(photo right: Elvira, Mistress of the Dark film script)



On the radio, Elvira was a personality on LA's KROQ-FM and on the big screen, Peterson produced, wrote and starred in the films, *Elvira, Mistress of the Dark* (1988) and *Elvira's Haunted Hills* (2001). The latter film screened at AIDS charity fundraisers across America and made its official premiere in Hollywood where Elvira arrived in her Macabre Mobile, the 1959 Thunderbird from the film, *Elvira, Mistress of the Dark*. The film would later be screened at the 2003 Cannes Film Festival. In 2010, *Elvira's Movie Macabre* returned to television syndication in the U.S. and in October 2014, Peterson reprised her role in Hulu's *13 Nights of Elvira*.

(a screen used steel chain link pentagram steering wheel)

Peterson is the author of Elvira novels (co-authored by John Paragon) *Transylvania 90210*, *Camp Vamp*, and *The Boy Who Cried Werewolf*. In the 2000s, her reign as Halloween empress continued with appearances on *RuPaul's Drag Race*, *Halloween Wars*, AMC's *Talking Dead*, *Celebrity Ghost Stories*, *Oddities*, *Counting Cars*, *Fangasm*, *Face Off* and the TV reality series *Search for the Next Elvira*. In 2016, Peterson published a large format photo retrospective "coffin" table book for Elvira's 35th anniversary. Elvira has been a voice character in several animated films including *Scooby-Doo! Return to Zombie Island* and *Happy Halloween, Scooby-Doo* and various episodes of the animated TV series, *Teenage Mutant Ninja Turtles*. She also appeared in the 2019 documentary film, *In Search of Darkness*.



"Julien's Auctions is honored to present for the first time at auction this thriller collection from the Queen of Halloween, Elvira," said Martin Nolan, Executive Director of Julien's Auctions. "For over three decades, Cassandra Peterson has delighted millions of fans from the television screen to Comic Cons all over the world with her iconic character and trailblazing brand as one of Hollywood's most recognizable horror personas of all time."



Highlights of the auction include: one of the three original signature Elvira long black gown costumes used from 1981 - 1986 (estimate: \$3,000-\$5,000); a gold wooden framed "oil painting" look portrait of Elvira created by photographer David Goldner and used in several film and TV productions from 1997 - 2010 including, *The Search for the Next Elvira*, and *Elvira's Movie Macabre* (estimate: \$400-\$600) (photo left); a large carved wood partners desk on which Cassandra Peterson co-wrote the films *Mistress of the Dark* and *Haunted Hills* (estimate: \$600-\$800); a large concrete outdoor water fountain with a lion's head water spout (estimate: \$600-\$800); Peterson's pair of Prada "Elvira" pumps worn for photo sessions (estimate: \$300-\$500); *Elvira, Mistress of the Dark* 1987 film script with an embossed cover with handwritten notes by Cassandra Peterson (estimate: \$300-\$500); a screen worn black pane' velvet robe used in the feature films, *Elvira, Mistress of the Dark* and *Elvira's Movie Macabre* (estimate: \$300-\$500) and a screen worn black velvet cloak designed by Jane Boone for the film, *Elvira's Haunted Hills* (estimate: \$1,000-\$2,000); a pair of 1987 Frederick's of Hollywood screen worn black marabou slides used in the



films *Elvira, Mistress of the Dark*, and *Elvira's Haunted Hills* (estimate: \$300-\$500); screen worn "Can Can" dance costume, including the infamous "Applause" panties, used in the musical number, "Le Music Hall," from the film, *Elvira's Haunted Hills* (estimate: \$300-\$500); a stage worn "Tassel Twirling Costume" consisting of a Swarovski crystal encrusted long sleeve bodysuit, bra with beaded tassels, and wrap skirt with rhinestone dagger pin created by costume designer Michael Schmidt for the 2017 Elvira Show at Knott's Scary Farm, a version of the finale costume from the film, *Elvira, Mistress of the Dark* (estimate: \$3,000-\$5,000) (photo left); plus, a screen used steel chain link pentagram steering wheel seen in the film, *Elvira, Mistress of the Dark* (estimate: \$600-\$800); a custom chrome cast Elvira hood ornament with acrylic bat wings, designed by Brian Cooper for George Barris Studios -an exact replica of the hood ornament that is currently on the Macabre Mobile (estimate: \$600-\$800) (photo bottom right); plus, a figural light-up slot machine

topper with Elvira seated on a red chair with skulls and bats (estimate: \$600-\$800), an Elvira's House of Horrors 2019 Stern pinball machine, personal jewelry, including a solid silver devil and a solid gold angel earring set and a solid silver skull and crossbones bracelet gifted to Peterson by her ex-husband and manager Mark Pierson and more.



JULIEN'S AUCTIONS PUBLIC EXHIBITION AND AUCTION LOCATION

Julien's Auctions Beverly Hills
257 N. Canon Drive
Beverly Hills, CA 90210

**JULIEN'S AUCTIONS LIVE AND ONLINE AUCTION
PROPERTY FROM THE COLLECTION OF ELVIRA,
MISTRESS OF THE DARK****October 2021**

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

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

For more information please email - info@juliensauctions.com or call 310-836-1818.

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 [JulienLive.com](https://www.julienlive.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 [JulienLive.com](https://www.julienlive.com).
2. Bid over the telephone through an auction house representative.
3. Submit a bid in person.
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 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. 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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