THE ART OF THE PIN-UP
BE CAPTIVATED BY THE SEDUCTIVE ELEGANCE AND EVOCATIVE BEAUTY OF THE 20th CENTURY PIN-UP

ONLINE-ONLY SALE NOW OPEN FOR BIDDING
24 NOVEMBER - 3 DECEMBER 2014

New York / London / Hong Kong – Christie’s announces an inaugural online-only sale of Vintage Posters and Photographs: The Art of the Pin-Up, available exclusively at www.Christies.com/PinUps beginning on 24 November through to 3 December 2014. The auction charts the history of the use of the female and male forms in advertising posters and photography throughout the 20th century with themes which include Bathing Beauties, Fashion & Advertising and Hollywood Pin-Ups. The sale features more than 70 lots with starting bids ranging from £300 up to £7,000. Whether as a Christmas gift or a memento of an age of glamour and playfulness, this auction presents a unique opportunity to acquire an original pin-up and a piece of advertising history, the influence of which continues to this day.

The early history of advertising posters, for seaside resorts through to food and drink, was filled with bathing beauties and glamorous girls, whilst celebrated fashion illustrator Rene Gruau’s posters depicted chic men and women that modernised the image of French fashion, for brands such as Blizzand and Dior. These images, which were to become instantly recognisable across the world, depicted a sophisticated and liberated lifestyle. In photography, Bernard of Hollywood remains the most recognisable photographer of the ‘pin-up’ genre. Credited with discovering Norma Jean, his aesthetic continues to be emulated to this day. In this sale Marilyn Monroe, arguably the most celebrated pin-up, is portrayed by photographers Tom Kelley and Andre de Dienes.
who, like Bernard of Hollywood, contributed to Monroe’s meteoric rise to stardom through their depiction of her eternal sex appeal.

Irene Orgaz Garcia, Vintage Posters specialist, comments: “The selection of pin-up posters offered in this sale is a reflection of the social changes that occurred in fashion, tourism and consumer society, observed and skillfully translated onto paper by poster artists and designers. The works offered showcase how both the female and male forms were used to allure during the 20th Century, viewed by many as the peak of creative flair and poster art design. The collaboration between the Posters and Photographs departments presents a dynamic and playful sale that celebrates this genre and highlights the significant part that it played within 20th Century visual culture, the impact of which remains to this day.”

Jude Hull, Photographs specialist, comments: “The pin-up, in its most recognised form, is best personified by the Hollywood screen sirens of the 1940’s and 1950’s. Their flirtatious, fun and sensual allure donned the pages of glossy magazines and billboards and came to define the genre. The photography of Bernard of Hollywood best exemplifies this style, which is still emulated to this day. This sale is a wonderful celebration of the art and iconography of this subject and offers a great opportunity to collect a piece of its history, which will be a dynamic addition to any home.”

For a brief history of the ‘pin-up’ in modern popular culture by Dr. Paul Rennie, author of Modern British Posters, please click here.

### BATHING BEAUTIES & TRAVEL

![Los Angeles, United Air Lines](image1)

**Anonymous**

Caribbean - Pan Am

Starting bid: £1,000

![Caribbean - Pan Am](image2)

**Los Angeles, United Air Lines**

Starting bid: £1,500

### FASHION & ADVERTISING

![Dior, Au Sauvage](image3)

**René Gruau (Renato Zavagli, 1909-2004)**

Dior, Au Sauvage

Starting bid: £800

![Dior, Au Sauvage](image4)

**Henri Garry**

Maillot Lavog

Starting bid: £600

![Dior, Au Sauvage](image5)

**Bernard Villemot (1911-1989)**

Bally (Le Lotus)

Starting bid: £800
Anonymous
Canada Dry
Starting bid: £1,000

Henry Le Monnier (1893-1978)
“La Chablisienne”
Starting bid: £1,800

Leonetto Cappiello (1875-1942)
Cognac Monnet
Starting bid: £2,000

HOLLYWOOD PIN-UPS

Bernard of Hollywood (1912-1987)
Barbara Nichols, “Cold Outside”
Starting bid: £2,400

Bernard of Hollywood (1912-1987)
Brigitte Bardot
Starting bid: £3,000

Bernard of Hollywood (1912-1987)
Norma Jean, “Classic Pin-Up”
Starting bid: £4,000

PRESS CONTACT: Katy Richards | +44 (0) 207 752 3121 | krichards@christies.com

Auction: The Art of the Pin Up
Bidding opens: 24 November 2014, 3:00pm GMT/10:00am EST
Bidding starts to close: 3 December 2014, 3:00pm GMT/10:00am EST
Link to web page: www.Christies.com/PinUps