# Julien’s Auctions to showcase over 200 Princess Diana wardrobe pieces including wedding gown and Lady Dior bag



Julien's Auctions is making headlines as they prepare to exhibit and auction off an extensive collection of Princess Diana's wardrobe, comprising over 200 iconic pieces. These items range from her celebrated wedding gown to daily wear that encapsulates her unique style. Set against the backdrop of the auction house's previous successes with high-profile personalities like Hugh Hefner and Marilyn Monroe, this auction marks a poignant tribute to the late princess who continues to captivate public interest and affection decades after her passing.

The auction collection follows a remarkable series of sales, including a record-setting gown that sold for $1.14 million in 2023 and other memorable pieces that have fetched impressive prices in earlier auctions. Dedicating a portion of the proceeds to Muscular Dystrophy UK adds a charitable aspect to the event, reinforcing Diana’s legacy as the "People's Princess" who was known for her compassion and charitable work. Martin Nolan, co-founder and executive director of Julien's Auctions, expressed particular enthusiasm for notable pieces like the Lady Dior bag and the striking “Caring” dress by Bellville Sassoon, both of which are expected to garner substantial bids, potentially reaching upwards of $200,000.

Among the highlighted items is the silk floral dress from 1988, which Diana famously donned while performing hospital visits, earning it the affectionate moniker the Caring dress. Nolan noted its significance, stressing how its "vibrant color" endeared her to children. Items like the brightly coloured outfit consistently featured in her engagements, shaped her public identity, and are a testament to her role in bridging the royal family with the public.

Other notable pieces set for auction include a striking Scarlet Nylon ski suit, estimated to sell for $30,000 to $50,000, which showcases Diana's flair for fashion even in casual settings. Additionally, a yellow floral silk outfit designed by Bruce Oldfield—an ensemble worn at the Royal Ascot in 1987—is anticipated to achieve a price tag between $100,000 and $200,000. The combination of celebrity, nostalgia, and royal heritage surrounding these items positions this auction as one of the most anticipated events for collectors and admirers alike.

In the realm of accessories, the black Lady Dior Lambskin Handbag is a highlight. Originally known as the Chouchou, it was gifted to Diana by Bernadette Chirac, then First Lady of France, before it became associated with her timeless elegance. This transformation not only underscores Diana’s influence on fashion but also exemplifies how her choices have had a lasting impact on high fashion, making Dior a favoured house among royal circles.

The auction is poised to run from May 19 through June 26, with advanced exhibitions prior to the sale set to elevate the excitement and anticipation. Fans and collectors will have the rare opportunity to witness and potentially acquire a piece of history that celebrates a woman who changed perceptions of royalty and personal style, while also honouring the social causes she passionately supported.

As the date draws closer, the anticipation surrounding this auction cements Princess Diana's enduring legacy, intertwined with generosity, warmth, and remarkable style that continues to inspire generations.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14740955/princess-diana-iconic-dresses-bags-auctioned-death.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.vanityfair.com/style/story/princess-diana-wardrobe-auction)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14740955/princess-diana-iconic-dresses-bags-auctioned-death.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://people.com/3-princess-diana-gowns-sell-at-auction-for-usd1-62-million-7967805), [[6]](https://www.townandcountrymag.com/society/money-and-power/a60538546/princess-diana-auction-juliens-2024/)
* Paragraph 3 – [[3]](https://www.vanityfair.com/style/story/princess-diana-wardrobe-auction), [[4]](https://www.npr.org/2023/12/19/1220357313/princess-diana-dress-breaks-auction-record)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14740955/princess-diana-iconic-dresses-bags-auctioned-death.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.worthpoint.com/articles/collectibles/juliens-auction-of-diana-royal-items-smashes-expectations)
* Paragraph 5 – [[6]](https://www.townandcountrymag.com/society/money-and-power/a60538546/princess-diana-auction-juliens-2024/), [[7]](https://www.bbc.com/news/articles/c87rx4n3j46o)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/femail/article-14740955/princess-diana-iconic-dresses-bags-auctioned-death.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.townandcountrymag.com/society/money-and-power/a60538546/princess-diana-auction-juliens-2024/)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/femail/article-14740955/princess-diana-iconic-dresses-bags-auctioned-death.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.vanityfair.com/style/story/princess-diana-wardrobe-auction)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14740955/princess-diana-iconic-dresses-bags-auctioned-death.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://people.com/3-princess-diana-gowns-sell-at-auction-for-usd1-62-million-7967805> - In September 2023, three of Princess Diana's gowns were auctioned for approximately $1.62 million. The auction, titled 'Legends: Hollywood and Royalty,' was a collaboration between Julien's Auctions and Turner Classic Movies. The garments, worn by the former Princess of Wales before her untimely death at age 36 following a car crash in Paris in 1997, were among the 1,400 items up for auction in Beverly Hills and online.
3. <https://www.vanityfair.com/style/story/princess-diana-wardrobe-auction> - Julien's Auctions is set to host 'Princess Diana’s Style and a Royal Collection' on June 26, featuring over 200 pieces from Princess Diana's wardrobe. The collection includes items from designers like Catherine Walker, Victor Edelstein, Caroline Charles, and Murray Arbeid. The auction aims to celebrate Diana's iconic fashion style and her reign as the People's Princess, with a portion of proceeds benefiting Muscular Dystrophy UK.
4. <https://www.npr.org/2023/12/19/1220357313/princess-diana-dress-breaks-auction-record> - In December 2023, a dress worn by Princess Diana broke auction records, selling for nearly $1.15 million—11 times higher than its estimate. The blue and black star-spangled dress, designed by Jacques Azagury, was first worn by Diana in 1985 during a tour of Italy. The dress features a black velvet bodice with embroidered stars and a royal blue organza skirt, reflecting Diana's love of dance and her patronage of the English National Ballet.
5. <https://www.worthpoint.com/articles/collectibles/juliens-auction-of-diana-royal-items-smashes-expectations> - Julien's Auctions held a record-breaking auction on June 27, 2024, featuring the largest collection of Princess Diana's possessions in 25 years. The sale included dresses, shoes, hats, handbags, and personal items, with total sales reaching $5.5 million. Notable items included a Victor Edelstein evening gown worn by Diana in 1987, which sold for $910,000, and a pair of emerald satin evening pumps by Kurt Geiger, which fetched $390,000.
6. <https://www.townandcountrymag.com/society/money-and-power/a60538546/princess-diana-auction-juliens-2024/> - In June 2024, Julien's Auctions sold over 200 items from Princess Diana's wardrobe, including gowns, suits, handbags, and handwritten notes, for more than $1.5 million. The auction featured pieces from designers like Murray Arbeid, Victor Edelstein, and Catherine Walker. A portion of the proceeds was donated to muscular dystrophy-related charities in the United Kingdom. The collection was showcased at private exhibitions in Hong Kong and Ireland before the auction.
7. <https://www.bbc.com/news/articles/c87rx4n3j46o> - In June 2024, a collection of items once owned by members of the royal family, including dresses and notes by the late Princess Diana, sold for more than £4 million at auction in California. The sale featured over 200 items and was billed as the most extensive collection of Diana's personal belongings since she held her own charity auction in 1997. A magenta silk and lace off-the-shoulder evening dress by Victor Edelstein topped the sale at $910,000.