

Sotheby's Presents  
A BEAUTIFUL LIFE: PHOTOGRAPHS FROM  
THE COLLECTION OF LELAND HIRSCH  
Featuring 50+ Works  
Spanning More Than 80 Years of Photography



Richard Avedon  
Dovima with Elephants, Evening Dress by  
Dior, Cirque d'Hiver, Paris, August 1955  
Estimate \$300/500,000

Highlighting Sotheby's New York Spring Sales of Photographs

AUCTION 10 APRIL

Exhibitions Open to the Public on 4 April

**NEW YORK, 14 March 2018** – Sotheby's is pleased to present [A Beautiful Life: Photographs from the Collection of Leland Hirsch](#) in a dedicated auction on 10 April 2018, highlighting Sotheby's spring sales of Photographs in New York. Assembled with passion over the course of nearly two decades by the 'godfather of haircolor,' this photographs collection contains some of the most recognizable images of the 20<sup>th</sup> and 21<sup>st</sup> centuries, including works by Richard Avedon, Irving Penn, Man Ray and Diane Arbus, among others. The collection will be on public view in our York Avenue galleries beginning 4 April, alongside our seasonal presale exhibition of Photographs.

A pioneer in the creative and scientific development of beauty products, an authority on hair color, visionary thought-leader and industry innovator, Leland Hirsch has defined both his career and art collection by the search for "what should be that is not." The exceptional collection he created reflects a unique and sophisticated vision that is sensitive to life's beautiful contradictions, from Man Ray's Surrealist **Bras (Arm)** (estimate \$80/120,000) to Richard Avedon's iconic **Dovima with Elephants, Evening Dress by Dior, Cirque d'Hiver, Paris, August 1955** (estimate \$300/500,000) and Diane Arbus's disquieting **Child with a Toy Hand Grenade in Central Park, N.Y.C** (estimate \$70/100,000).

His affinity for glossy, editorial images such as Irving Penn's **Issey Miyake Design with Black Fan** (estimate \$15/25,000), Herb Ritts' iconic **Stephanie, Cindy, Christy, Tatjana, Naomi, Hollywood** (estimate \$50/70,000) and Steven Meisel's **Madonna Hitching** (estimate \$5/7,000) was developed after decades working with amazing photographers, models and beauty editors from the 1970's, 1980's and 1990's such as Shirley Lord and Dorothy Schefer (*Vogue*), Felicia Milewicz (*Mademoiselle* and *Glamour*) and many others. As the beauty editors' "go-to" person for professional haircolor, Leland provided commentary and visual concepts for what was new. He has an innate ability to interpret new ideas for editorials, and photography, connecting the idea to the consumer.

*Leland Hirsch commented:* "When looking at photography as a collector, there is a personal connection between you as the collector, and the photograph. I am drawn to vibrant, exciting images that tell a special story."

Born into a family of chemists, Leland has been surrounded by the beauty industry from an early age. In the 1960s and 1970s, he began his career as a haircolor developmental consultant for Redken

Laboratories and Logics/Clairol. In 1972, he opened The Color Salon, the world's largest haircolor department, at NuBest & Co. In the 1980's and 1990's, he revolutionized the haircolor industry with the development and introduction of Artec professional haircolor and color care products. It became one of the most successful professional beauty companies and was acquired by L'Oréal Paris. In 2000, Leland joined industry icons Vidal Sassoon and Paul Mitchell when he became the first haircolor specialist to receive the North American Hairstyling Lifetime Achievement Award from the Professional Beauty Association. Today, at his new company [Celeb Luxury](#), Leland continues his search for "what should be that is not," developing unique, innovative products.

### FASHION PHOTOGRAPHY

Richard Avedon's **Dovima with Elephants, Evening Dress by Dior, Cirque d'Hiver, Paris, August 1955** (right, estimate \$300/500,000) is a monument in the history of fashion and advertising photography. Arguably no other fashion photograph of the 20<sup>th</sup> century is as widely-recognized and no other image illustrates as fully Richard Avedon's profound gifts as a photographer. The brilliant juxtaposition of the classically elegant Dovima with the towering rough forms of the elephants is as revolutionary today as when it was first published by *Harper's Bazaar* in 1955. With this photograph, Avedon set a standard for inventiveness in fashion photography that has not been surpassed in the intervening years.



Herb Ritts  
**Stephanie, Cindy, Christy, Tatjana, Naomi, Hollywood**  
 Estimate \$50/70,000



Irving Penn  
**Vogue Christmas Cover (New York)**  
 Estimate \$60/90,000



Horst P. Horst  
**Gabrielle (Coco) Chanel**  
Estimate \$6/9,000



Irving Penn  
**Issey Miyake Design with Black Fan (New York)**  
Estimate \$15/25,000



Horst P. Horst  
**Corset, Paris (Mainbocher Corset)**  
Estimate \$8/12,000

### MAN RAY



Although more commonly associated with sensuous or abstracted depictions of the female body, Man Ray made several photographs of male sitters in the early 1930's. In **'Bras' (Arm)** (left, estimate \$80/120,000) the influence of Surrealism on Man Ray is clearly evident within this cleverly cropped and completely decontextualized composition.

### DIANE ARBUS

The Hirsch collection includes some of the most recognizable and important photographs by Diane Arbus, the best of which demonstrate the photographer's uncanny ability to interact and empathize with her sitters. In **Child with a Toy Hand Grenade in Central Park, N.Y.C.** (right, estimate \$70/100,000) Arbus has entered the complex and brilliant world of the child with a vengeance.





Diane Arbus  
**A Jewish Giant at Home with His Parents in  
the Bronx, N.Y.**  
Estimate \$50/70,000



Diane Arbus  
**Identical Twins, Roselle, N.J.**  
Estimate \$40/60,000

#### ADDITIONAL HIGHLIGHTS



equipment; he took this iconic image with a disposable camera.

Peter Beard uses his photographs as a canvas to which he applies various mediums in order to create a narrative, always highlighting his concern for wildlife and environmental conservation. Shot in Kenya in 1987, **Hog Ranch Front Lawn, Night Feeder (2:00 am) with Maureen Gallagher & Mbuno, Feb. 1987** (left, estimate \$200/300,000) is evidence of Beard's focus on subject and timing rather than

As an artist and photographer, Robert Mapplethorpe was, above all, a master of beauty. His attention to detail, his gifts for lighting and composition, and his exacting craftsmanship transformed each object before his camera into an idealized symbol. His flower images, such as the vibrant dye-transfer print of **Double Jack in the**



Pulpit (estimate \$40/60,000) have become some of the most recognizable themes of his work.

FOR MORE NEWS FROM SOTHEBY'S

News & Video: <http://www.sothebys.com/en/news-video.html>

Twitter: [www.twitter.com/sothebys](http://www.twitter.com/sothebys)

Instagram: [www.instagram.com/sothebys](http://www.instagram.com/sothebys)

Facebook: [www.facebook.com/sothebys](http://www.facebook.com/sothebys)

Snapchat ID: sothebys

YouTube: [www.youtube.com/SothebysTV](http://www.youtube.com/SothebysTV)

Weibo: [www.weibo.com/sothebyshongkong](http://www.weibo.com/sothebyshongkong)

WeChat ID: sothebyshongkong

Sotheby's has been uniting collectors with world-class works of art since 1744. Sotheby's became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973), India (1992) and France (2001), and the first international fine art auction house in China (2012). Today, Sotheby's presents auctions in 10 different salesrooms, including New York, London, Hong Kong and Paris, and Sotheby's BidNow program allows visitors to view all auctions live online and place bids from anywhere in the world. Sotheby's offers collectors the resources of *Sotheby's Financial Services*, the world's only full-service art financing company, as well as the collection advisory services of its subsidiary, *Art Agency, Partners*. Sotheby's presents private sale opportunities in more than 70 categories, including S|2, the gallery arm of Sotheby's Global Fine Art Division, and two retail businesses, Sotheby's Diamonds and Sotheby's Wine. Sotheby's has a global network of 80 offices in 40 countries and is the oldest company listed on the New York Stock Exchange (NYSE).

\*Estimates do not include buyer's premium. Prices achieved include the hammer price plus buyer's premium and are net of any fees paid to the purchaser where the purchaser provided an irrevocable bid.

Images are available upon request

Browse sale catalogues, view original content, stream live auctions and more at [www.sothebys.com](http://www.sothebys.com), and through Sotheby's apps for iPhone, iPad, Android, Apple TV and Amazon Fire

#

#

#