



Press release

Leica Gallery Vienna

Portrait of fashion icon Elsa Schiaparelli sells for more than 30,000 euros

Wetzlar, 15 October 2026 More than 100 lots spanning over a century of photographic history went under the hammer at Leica Gallery Vienna on 9 October. A 1936 vintage print was the highlight of the “Perspectives” photography auction. The portrait of fashion icon Elsa Schiaparelli, taken by celebrated *Vogue* photographer Horst P. Horst (1906–1999), sold for 31,200 euros including the buyer’s premium — nearly three times its estimate (8,000 to 12,000 euros) and the highest price of the evening.

Horst P. Horst and Elsa Schiaparelli: A remarkable document of its time

The 1936 vintage print is notable for its exceptional composition. Horst P. Horst was a master of fashion photography, renowned for his sculptural compositions and timeless elegance. His photographs remain icons of fashion history. He photographed leading figures in fashion, as well as artists, actors and other notable personalities of his time. His work in Paris and close ties to designers, artists and editors made him a central figure on the international fashion scene.

Elsa Schiaparelli was part of that world. Alongside Coco Chanel, she was one of fashion’s great avant-garde designers. Through surrealist ideas, unconventional materials and bold colours—above all, her famous “Shocking Pink”—she transformed clothing into art.

“Horst P. Horst was a master of fashion photography, renowned for his sculptural compositions and timeless elegance. His photographs remain icons of fashion history. In this portrait of Schiaparelli, his distinctive visual language meets the designer’s visionary creativity. This synergy results in an exceptional document of its time, giving the photograph particular significance for collectors,” says Caroline Guschelbauer, Head of Photographs at Leitz Photographica Auction.

The enduring appeal of fashion’s great icons was also evident in *Schiaparelli: Fashion Becomes Art*, an exhibition on view at London’s Victoria and Albert Museum earlier this year.

Further highlights and camera auction in November



Works by Joel Meyerowitz, Nan Goldin and Stephen Shore were also featured in the auction. Other highlights included a photograph by Neil Armstrong showing astronaut Buzz Aldrin on the surface of the Moon, which sold for 3,840 euros including the buyer's premium, and a work by Magnum photographer Sebastião Salgado documenting the burning oil fields of Kuwait in 1991. Salgado's photograph sold for 5,400 euros including the buyer's premium.

Unsold lots are available for purchase during the **post-auction sale**, which runs until **31 October**. Leitz Photographica Auction will then turn its focus back to historic cameras and vintage photographic equipment. Leitz Photographica Auction 49 will take place on 28 November at Leica Welt in Wetzlar.

About Leica Camera

Leica Camera AG is a global premium manufacturer of cameras, lenses, and sports optics products, with a company history spanning over 150 years. As part of its growth strategy, Leica has expanded into mobile imaging (smartphones), high-quality eyeglass lenses and watch manufacturing, and is also present in the home cinema segment with its own projectors.

Headquartered in Wetzlar, Germany, with a second production facility in Vila Nova de Famalicão, Portugal, Leica Camera AG operates a global network of sales subsidiaries and more than 120 Leica Stores.

The Leica brand represents excellent quality, German craftsmanship, and industrial design, seamlessly combined with innovative technology. An integral part of the brand's culture is its commitment to fostering photographic culture, exemplified by approximately 30 Leica Galleries worldwide, Leica Academies, and prestigious international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).