



David Bailey

The Pin-Ups Contact Sheets

PRESS RELEASE

16.07.2026



HENI Announces First-Ever Sale of David Bailey's *Box of Pin-Ups Contact Sheets*

HENI is delighted to present *The Pin-Ups Contact Sheets*, a collection of works celebrating David Bailey's iconic 1965 portfolio *Box of Pin-Ups*. The collection includes 36 original contact sheets from the series alongside a first edition of the original portfolio, a selection of Bailey's photographic prints and new limited-edition prints published by HENI Editions. The works are available by application exclusively through HENI from 16 July until 17:00 BST on 31 July 2026.

This release marks the first time Bailey's original contact sheets are offered for sale, providing a rare opportunity for collectors to acquire previously unreleased material from the project. The contact sheets offer unprecedented access to the context behind the portfolio's creation, featuring photographs from those legendary sittings that have never been seen before. The contact sheets, alongside a selection of Bailey's photographic prints from 1990 to 2009, a series of four new XL limited-edition prints based on the original contact sheets and a first edition of *Box of Pin-Ups* are available on HENI Primary.

The four XL limited-edition prints are framed archival digital prints with screenprint details and measure 142.5 x 113.5 cm (framed). The edition size for each print is limited to 3.

Three smaller limited-edition prints based on the original contact sheets are available via HENI Editions. The works

are multicolour screenprints on Somerset Radiant White cotton paper and are presented in black wooden frames. The works measure 65.5 x 55.5 cm (framed). The edition size for each print is limited to 100 (+ 15 APs). All works are hand-numbered and embossed with David Bailey's official studio stamp on the front.

Originally published in 1965, Bailey's *Box of Pin-Ups* remains a landmark illustration of 1960s London. The portfolio of 36 black-and-white portraits features the era's most iconic figures, including Mick Jagger, John Lennon, Michael Caine and the Kray brothers. The collection famously includes only four women, a choice justified by the original portfolio text: "*In the age of Mick Jagger, it is the boys who are the pin-ups.*" Emerging from a radical period in London, Bailey's *Box of Pin-Ups* captures this historical moment through images of the city's key cultural figures. These images did more than just document their subjects; they became the defining portraits of a generation.

The works are on show at the exhibition *The Pin-Ups Contact Sheets* at HENI Gallery from 17 until 31 July 2026. Admission to the gallery is free.

Exhibition details

Exhibition dates: 17–31 July 2026

Opening hours: Monday to Friday, 10am–6pm

Address: 6–10 Lexington Street, London W1F 0LB

Admission: Free entry

MEDIA ENQUIRIES:

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HENI EDITIONS:

heni.com/editions

HENI PRIMARY:

heni.com/primary



David Bailey

David Bailey was born on 2 January 1938 in North Leyton, East London. After living through the Blitz he started school and was put in the 'silly class' due to what he later discovered was dyslexia.

He left school at fifteen and was conscripted to the Royal Air Force in 1956. Whilst posted in Singapore he bought his first camera and was inspired to be a photographer after seeing Cartier Bresson's photograph, *Kashmir*.

Bailey started working with fashion photographer John French as his assistant in 1959. He left soon after to strike out his own career as a photographer and published his first portrait of Somerset Maugham for *Today* magazine in 1960. Discarding the rigid rules of a previous generation of portrait and fashion photographers, he channelled the energy of London's newly informal street culture into his work. In 1965 he published David Bailey's *Box of Pin-Ups* which is now seen as defining an era and shaped the future of photography.

Bailey's career has been varied, and in the early '60s he began to direct the first of hundreds of commercials. He has been recognised internationally for his skills as a filmmaker, and won an Emmy for directing the 'Sophisticated Lady' commercial for the American Cancer Society in 1990. He has also won the D&AD black pencil (Gold Award) amongst many other top awards for

directing commercials.

Bailey has exhibited worldwide, the first of his landmark exhibitions being in 1971 at the National Portrait Gallery, London where he participated alongside the works by David Hockney and Gerald Scarfe in the exhibition *SNAP!* Internationally renowned, Bailey has produced some of the most famous photographic portraits of the last six decades and has published over 40 books.

He has travelled extensively, and although best known for his fashion and portraiture, his interests are varied, extending beyond photography to TV commercials, film, painting and sculpture.





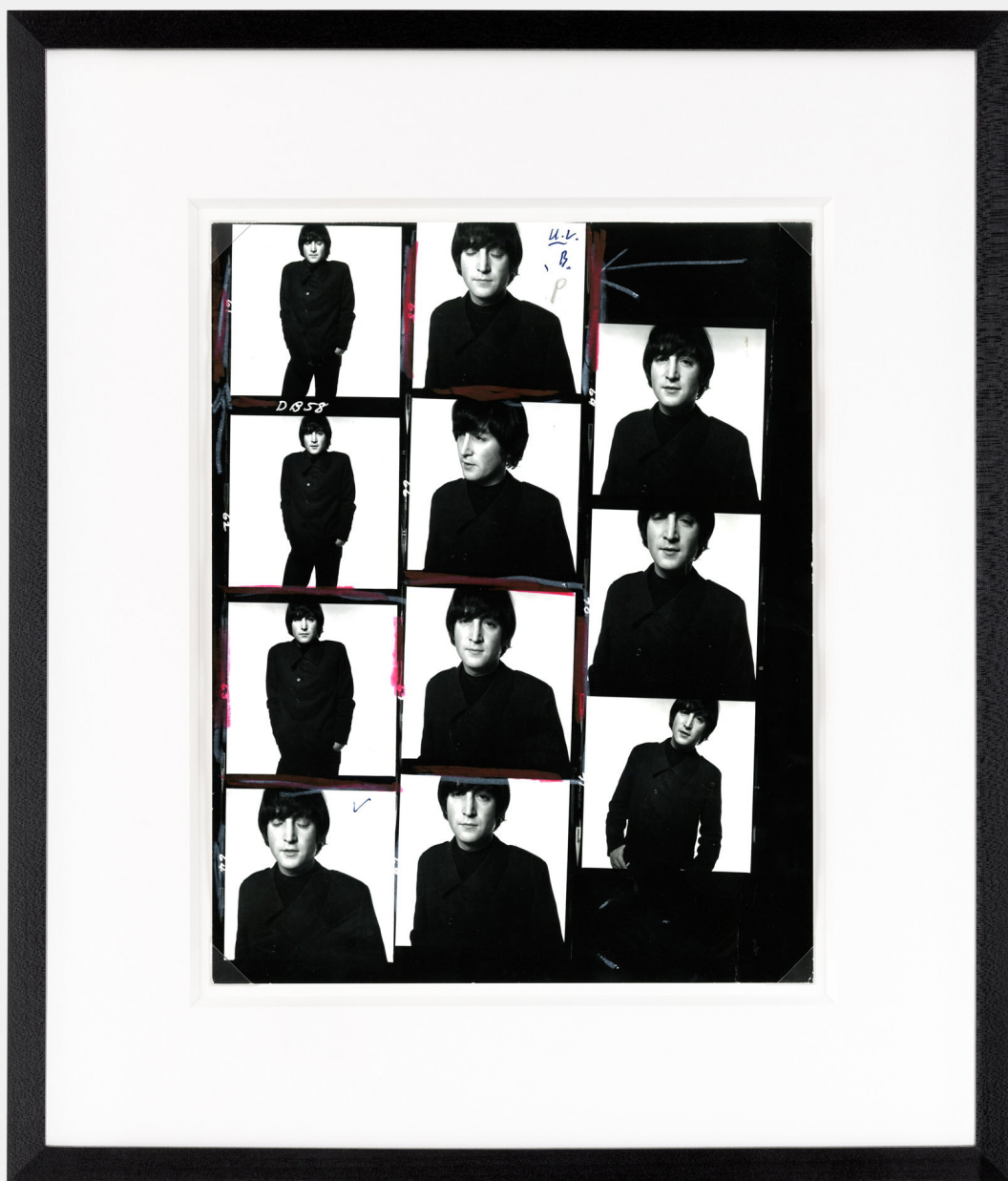
David Bailey

The Rolling Stones, 1964

DBP4

Silver Gelatin print (original contact sheet)

44 x 37.5 cm (framed)



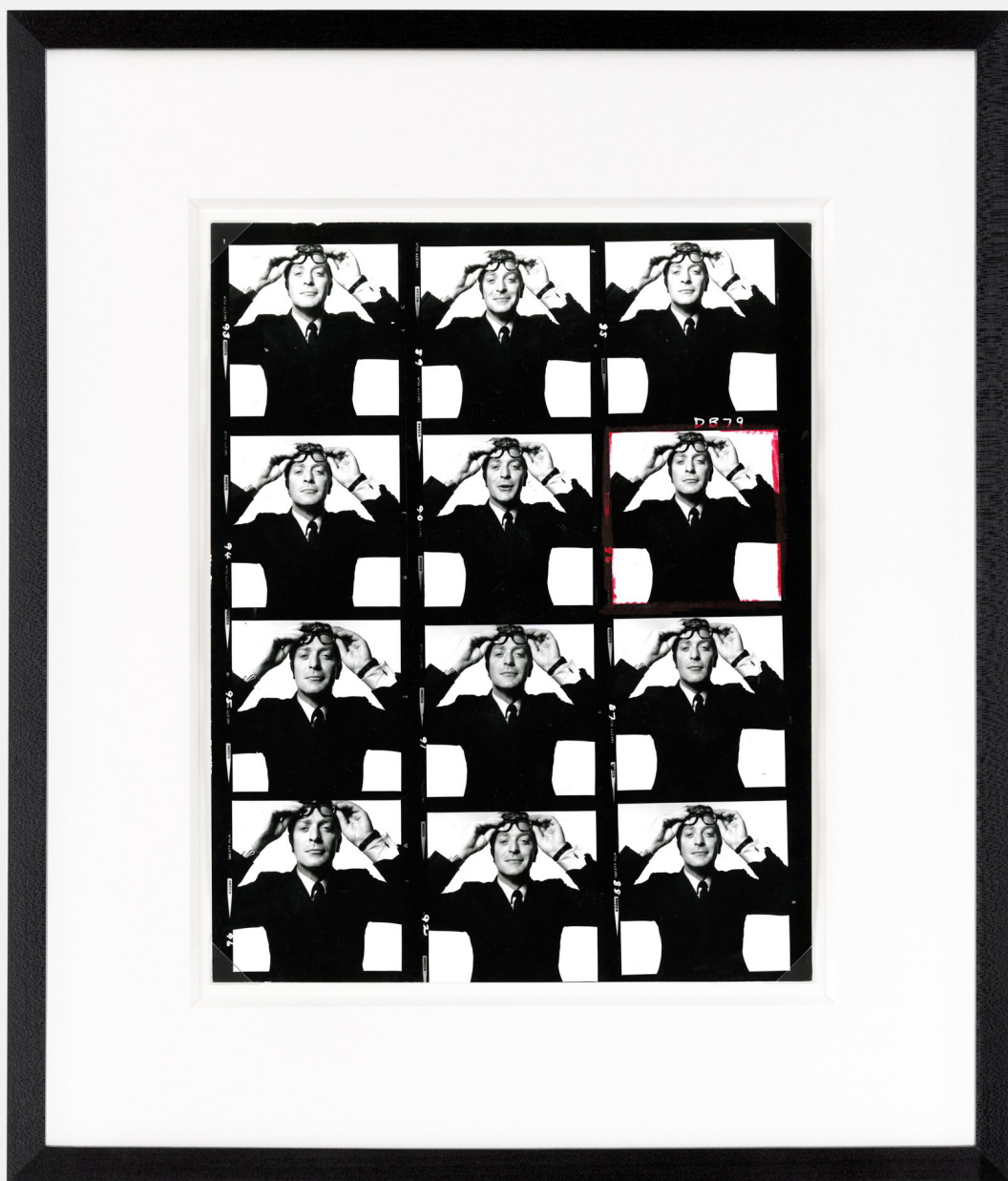
David Bailey

John Lennon Eyes Shut, 1965

DBP20

Silver Gelatin print (original contact sheet)

39 x 33.5 cm (framed)



David Bailey

Michael Caine, 1965

DBP30

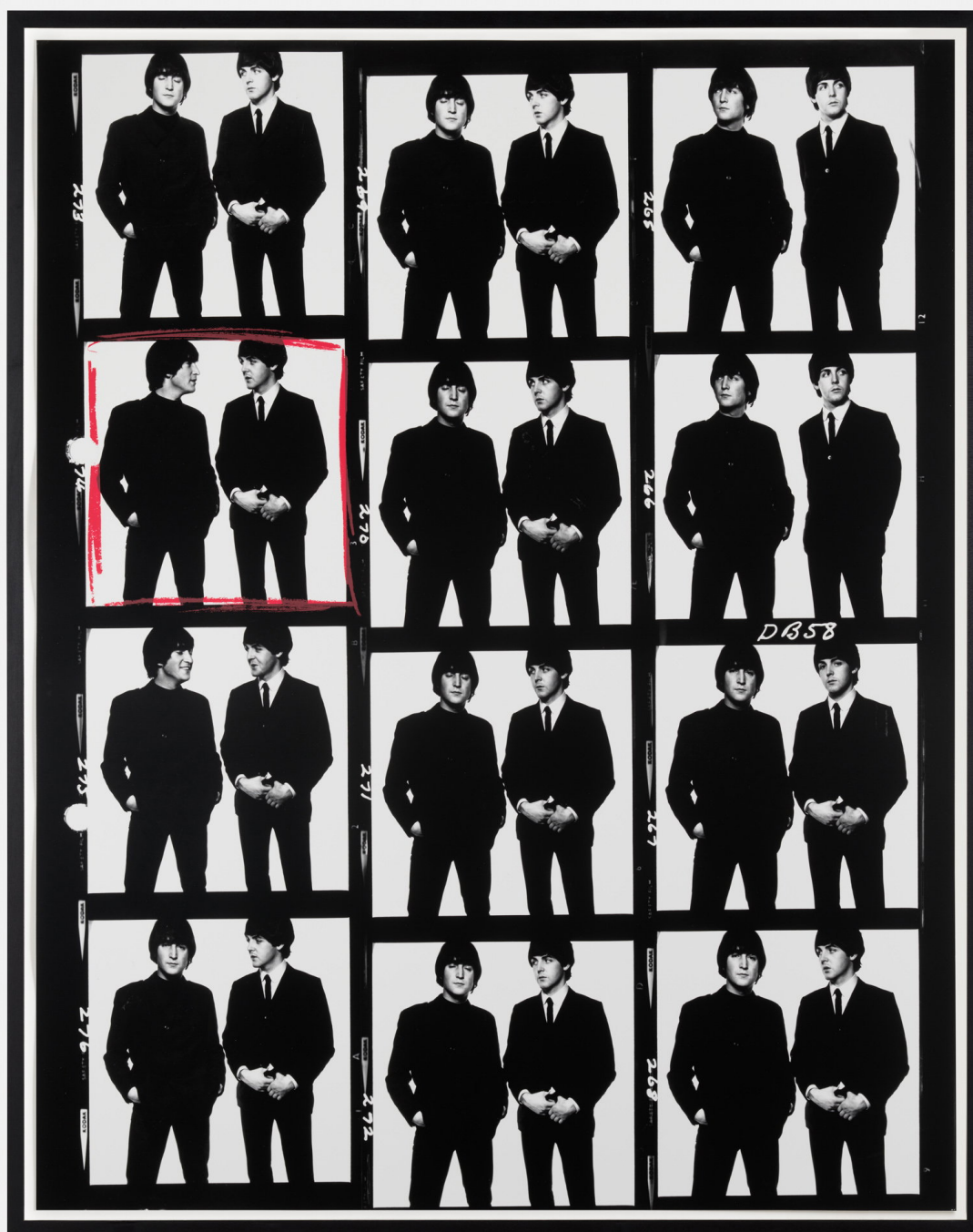
Silver Gelatin print (original contact sheet)

39 x 33.5 cm (framed)



David Bailey
Mick Jagger, 2026
DBP43

Archival digital print with 2-colour screenprint details
142.5 x 113.5 cm (framed)



David Bailey

John Lennon & Paul McCartney Standing, 2026

DBP44

Archival digital print with 1-colour screenprint detail

142.5 x 113.5 cm (framed)



David Bailey

Jean Shrimpton 1, 2026

DBP45

Archival digital print with 2-colour screenprint details

142.5 x 113.5 cm (framed)



David Bailey

Mick Jagger, 2000

DBP37

Platinum Palladium print

74 x 64 cm (framed)



David Bailey
Jean Shrimpton, 2009
DBP40
Silver Gelatin print
80 x 67.5 cm (framed)



David Bailey

Michael Caine, 2000

DBP42

Platinum Palladium print

69.5 x 61 cm (framed)

David Bailey's box of pin-ups

David Bailey is fascinated by tinsel—a bright, brittle quality,
the more appealing because it tarnishes so soon.
He has photographed the people who in England today seem glamorous to him.
Some of them happen to be famous—John Lennon, Paul McCartney, Mick Jagger,
Jean Shrimpton, Lord Snowdon, Cecil Beaton, Nureyev.

Others operate behind the scenes—
film producers, art directors, advertising executives,
designers, photographers, nightclub owners.

Surprisingly few are female—
Bailey's standards here are so rigorous that only four girls qualify,
all of whom are professional models.

But in the age of Mick Jagger, it is the boys
who are the pin-ups: and Bailey's pictures give them all
the inward, self-sufficient look of Narcissus.

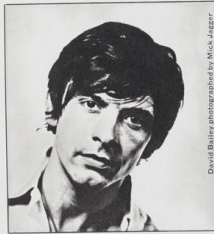
Although most of his subjects belong to Bailey's own world
of fashion, pop music and the Ad Lib,
he did not choose them to represent a social set.

He chose them because, to his private vision,
they share a quality—something of the throwaway elegance
he associates with his idol, Fred Astaire.

Yet, together, these thirty-six photographs make a statement
not only about the man who took them, but also about
London life in 1965.

Many of the people here have gone all out
for the immediate rewards of success:
quick money, quick fame, quick sex—a brave thing to do.
Glamour dates fast, and it is its ephemeral nature
which both attracts Bailey and challenges him.

He has tried to capture it on the wing, and his pin-ups have a heroic look:
isolated, invulnerable, lost.

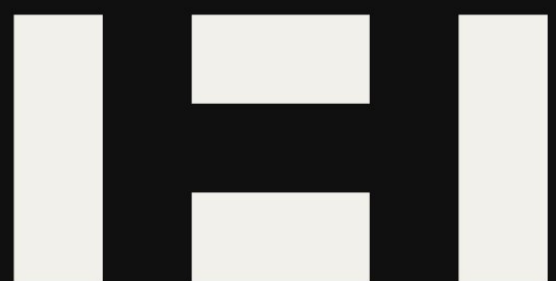


David Bailey photographed by Nick Jagger

Notes by Francis Wyndham
Designed by Mark Boxer and
David Hillman

63s

David Bailey
Box of Pin-Ups, 1965
DBP47
Original card clamshell box
38 x 32.8 x 2.5 cm



H E N I

EDITIONS



David Bailey

John Lennon & Paul McCartney, 2026

DB1-2

8-colour screenprint on Somerset Tub Sized Radiant White

410gsm paper

65.5 x 55.5 cm (framed)



David Bailey

Jean Shrimpton 2, 2026

DB1-3

7-colour screenprint on Somerset Tub Sized Radiant White

410gsm paper

65.5 x 55.5 cm (framed)



David Bailey

The Kray Brothers, 2026

DB1-4

6-colour screenprint on Somerset Tub Sized Radiant White

410gsm paper

65.5 x 55.5 cm (framed)

About HENI

HENI works with world-leading artists and estates across various sectors including print-making, releases of original artworks, book publishing, films, exhibitions, news, and research. Our mission is to make art accessible to everyone by giving people the chance to learn about and collect art.

heni.com

HENI Editions works with artists, institutions, and estates to produce high-quality, limited-edition artworks. We work with a range of mediums, including sealed or Diasec-mounted Giclée prints, metallic and non-metallic chromogenic prints, large-format jacquard-woven tapestries, and stained glass.

heni.com/editions

HENI Primary enables artists to release original works of art on a dedicated digital platform, bringing the traditional fine-art experience online. The platform focuses on the primary sale of original artworks, which have traditionally been handled exclusively by galleries and directly by artists' studios.

heni.com/primary

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