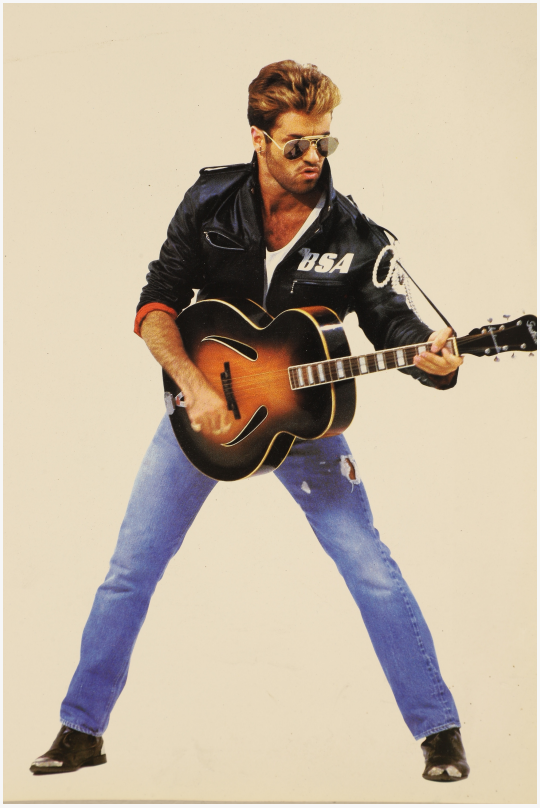
As 'Faith' celebrates 40 years, George Michael's guitar from iconic 1987 'Faith' video headlines October 29 auction

Original guitar is the highlight of a unique archive amassed by George Michael's personal assistant during the 20 years she spent with the global superstar



George Michael with guitar (image taken from The Faith Tour promotional poster and program). (Copyright Sworders)

LONDON, UNITED KINGDOM, September 4, 2026 /EINPresswire.com/ -- One of pop music's most recognizable instruments is set to go under the hammer in England this summer. The original 1940s Gretsch Synchromatic 150 guitar played by George Michael in the video for Faith will be the highlight of a special auction at Sworders titled Faith & Fame: A Personal George Michael Collection on Thursday, October 29, 2026, starting at 2pm UK (9am US ET). Worldwide bidding will be available online through Sworders Live.

With its sunburst finish and signature cat's-eye sound holes, this guitar wasn't just an instrument, it became the visual and sonic heart of the Faith video. As George Michael leaned against the jukebox, stomped his heel, and strummed those opening chords, he wasn't just performing; he was reinventing himself. The video marked his leap from Wham! frontman to confident solo artist, and the guitar was central to that transformation.

Released in 1987, Faith went on to sell more than 25 million copies worldwide. The title track, with its instantly recognizable guitar riff, spent four weeks at number one on the US Billboard Hot 100 and reached number two in the UK. The video, directed by Andy Morahan, embraced a stripped-back, leather-and-denim aesthetic that would go on to influence music videos across MTV's golden age. While George's jacket, Levi's, cowboy boots and aviator sunglasses became iconic, it was the Gretsch guitar that truly anchored the look and defined the era.

Several replicas were made later for the Faith tour, but this is the original guitar used in the video, and it comes complete with its original hardshell case with handwritten tape identifying it

as “The Rockabilly Rebel.” For collectors, it’s more than a vintage instrument, it’s a piece of pop history, the exact object George Michael played as he stepped into his solo legacy. The guitar is expected to make over £100,000 ($135,310).



The original 1940s Gretsch Synchromatic 150 guitar played by George Michael in the video for Faith, with hardshell case (Copyright Sworders)

The ultimate acquisition for George Michael fans, the guitar is the showpiece in a wider collection assembled by George Michael’s long-time personal assistant, Siobhan Bailey (1958-2014), who worked alongside him for nearly two decades and who sadly and unexpectedly died of natural causes at the age of 56. Her carefully preserved archive offers an intimate insight into the inner workings of a global pop icon’s life and career. Included are detailed ring-bound tour itineraries spanning Wham! and George Michael’s solo years, from the early 1983 Club Fantastic Tour to the 29-date Cover to Cover Tour in 1991 (estimate £400-£800/$530-$1,060). Standout pieces include the annotated itinerary from Wham!’s historic 1985 China tour, the first by a major Western pop act, which comes with a Chinese-language invitation to a welcome reception in Beijing (estimate £300-£600/$400-$805) and never-before-seen photographs of George and Andrew Ridgeley (estimate £300-£600/$400-$805).

> George Michael’s work continues to resonate as powerfully as in his heyday. His Faith guitar and the rest of the collection tell a story of creativity, ambition and artistry on a global scale.”
>
> *Guy Schooling, Chairman of Sworders*

The collection also features documents and memorabilia from some of George Michael’s most celebrated live performances. A rare four-page typed running order from Live Aid in 1985 includes his duet with Elton John on Don’t Let The Sun Go Down On Me (estimate £400-£800/$530-$1,060). Material pertaining to his powerful rendition of Somebody to Love at the Freddie Mercury Tribute Concert is also included (estimate £300-£600/$400-$805).

For fans of his recordings, there are numerous presentation discs and gold records celebrating milestone sales, including a gold disc for 500,000 UK sales of Wake Me Up Before You Go-Go, (estimate £200-£500/$265-$670), an award for over one million UK sales of Listen Without Prejudice Vol. 1 (estimate £200-£500/$265-$670), and more than 1.8 million UK sales of Older (estimate £200-£500/$265-$670). There are also rare cassettes and acetate singles, some marked “Not For Sale,” and a number of signed photographs, all personally inscribed to Siobhan Bailey,

which offer an unprecedented glimpse into George Michael's professional and personal life. The archive as a whole is expected to achieve over £200,000/$260,000.

Guy Schooling, Chairman of Sworders, said the auction house is proud to present what he describes as a unique insight into the working life of a music legend. "George Michael's work continues to resonate as powerfully today as it did during his heyday. The Faith guitar is the 'jewel in the crown,' and together with the other items from Siobhan Bailey's collection, tells a story of creativity, ambition and artistry on a global scale. The sale will offer avid fans around the globe the chance to own not just pieces of music history, but also objects that capture the spirit and ambition of one of pop's greatest and most-loved artists."



George Michael concert tickets, passes and invitations (Copyright Sworders)



Signed photographs, personally inscribed to Siobhan Bailey, offer an unprecedented glimpse into George Michael's professional and personal life (Copyright Sworders)

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ABOUT SIOBHAN BAILEY (1958-2014)

Siobhan Bailey was a steadfast presence in the life of George Michael from the moment they first met through mutual contacts in the music industry, early in his career. What began as a professional arrangement soon grew into a deep and enduring partnership. Over the years, Siobhan became much more than a personal assistant, she was a trusted confidante, someone George could rely on for both the demands of his career and the quieter, personal moments of his life. Known for her loyalty, discretion and warmth, she played an essential role behind the scenes, helping him navigate the pressures of fame while also supporting his creative and philanthropic endeavors. Their bond was built on mutual respect, trust and genuine friendship that lasted through every chapter of his extraordinary life. The archive is being offered

at auction by her widower.

SALE AND VIEWING DETAILS

The Siobhan Bailey Collection and highlights from the wider sale will be on view at Sworders' London gallery from October 20-27, 2026. Sale date: October 29, 2026, commencing at 2pm UK time (9am US Eastern time). A souvenir catalogue will be available. Additionally, the catalogue can be viewed online now at https://www.sworder.co.uk



Numerous presentation discs and gold records celebrating milestone sales (Copyright Sworders)

LOCATION

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