

Hermès, Kelly, Mini 20cm, Epsom, Vert Crique

- The Mini Kelly has doubled in price since it's release in 2016.
- Vert Crique Mini Kelly has gone up by 9.75% in the last 12 months alone.
- According to 2,033 Sotheby's auction results over the last 5 years, bags in the Vert Crique colour achieve the highest premium.



Factsheet - General

Manufacturer	Hermès
Model	Kelly Bag
Year	2021
Size	20 cm Mini
Leather	Epsom
Hardware	Palladium
Color	Vert Criquet
Condition	New and unworn
Price per bag (excl. external costs and platform fees)	31,850€
Investment Horizon	2 to 4 years
Value per Splint	50 €
Asset ID	05a9a7b4-ad4e-443f-bf99-fc5d0047749c

Cost Analysis

	Value in €
Asset Value	31,850 €
Platform Fee Splint Invest	2,550 €
External Maintenance Cost	500 €
Price	34,900 €
Number of Splints	698
Price per Splint	50 €

- The price of 34,900 € includes the Splint Invest platform fee and external maintenance costs of 3,050 €. 31,850 € can be allocated to the bag.
- Splint Invest will charge an exit fee of 2 % applied to the proceeds from the sale of the asset.
- Each Splint holder bears a proportional part of the costs.

Rating



Return

The average annual increase in value of the coveted Birkin bags since 1985 is **14.2%**, and the **Kelly bags show practically the same values.**

Our model, the Vert Crique Mini Kelly has risen **by 9.75% in the last 12 months** alone.



Stability

The production volume is kept at a low level by Hermès. This leads to annual price increases **of 5 up to 10 %** for the primary market of Kelly bags.

The prices on the secondary market follow the increase on the primary market.

The **annual production** of the Kelly bag is around **20,000 pieces.**



Track Record

This handbag was launched in **1935** as **Sac-à-Depêches**. The actress Grace Kelly fell in love with the bag and was photographed with it. Many customers subsequently spoke of the Grace Kelly bag, after which Hermès renamed it the Kelly bag.

Quality is of the utmost importance, and even today, the bags are handmade from the finest materials. The production time is **40 hours per bag.**

Investment Horizon of 2 to 4 Years – Splint Value 50€

Forecast per Splint in €	2 years	3 years	4 years
Ambitious	59	66	75
Balanced	58	65	73
Defensiv	52	53	54

- Investment horizon has been set to 2 to 4 years.
- The investment horizon has been set at short to medium term. It is expected that Hermès will continue to increase prices by 5 to 10% annually and that prices on the secondary market will, therefore, also increase. At the same time, demand in the Chinese market is expected to continue to grow.
- If one of the following two conditions is met, the sale of the asset is considered:
 - End of the defined investment horizon has been reached.
 - Ambitious case already occurs before the end investment horizon.

Your Return Potential

	Value in € defensive	Value in € balanced	Value in € ambitious
Expected gross sales proceeds at maximum maturity	37,692 €	50,954 €	52,350 €
- Splint selling fees of 2%	-754 €	-1,019 €	-1,047 €
- External maintenance cost over investment horizon	-500 €	-500 €	-500 €
- Splint Invest platform fee	-2,550 €	-2,550 €	-2,550 €
- Asset value at acquisition	-31,850 €	-31,850 €	-31,850 €
Expected return at maximum maturity	2,038 €	15,035 €	16,403 €
Average annual rate of return	1.4%	9.4%	10.1%

Why you should invest

- Prices of the Mini Kelly have doubled since it was first released in 2016.
- Our model has increased in price by 9.75% in the last 12 months.
- The Vert Criquet colour achieved the highest premium at auction.



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