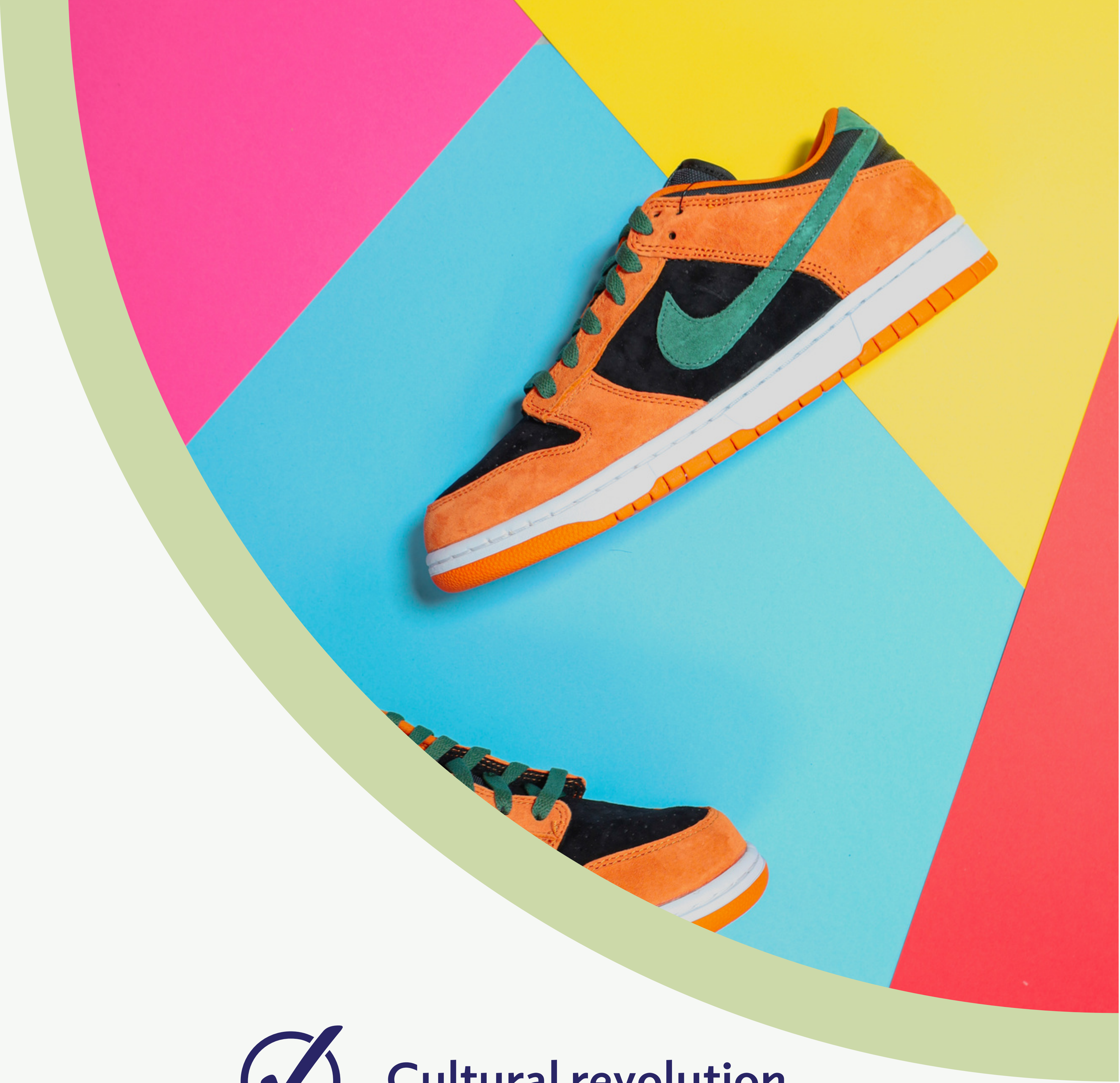
Investing in Sneakers with Splint Invest

Risk Category
Moderate - High

Investment Horizon
2-11 years

Sneakers as an investment



In the world of investments, the concept of "Blue-Chip" assets typically conjures up images of established, financially robust companies that have stood the test of time. However, in recent years, a new category of Blue-Chip assets has emerged, and they're not stocks or bonds. Instead, they're sneakers - those iconic footwear items that have transcended their utilitarian purpose to become coveted, high-value assets for collectors and investors alike.

Sneakers have come a long way since their humble beginnings as athletic shoes. What was once considered streetwear has evolved into a global phenomenon thanks to a perfect confluence of cultural shifts, celebrity endorsements, and savvy marketing. Today, sneakers have firmly established themselves at the intersection of fashion, art, and collectibles, leading to a thriving secondary market.

Market growth

Market value of $138.130 million by 2028. Average annual growth rate (CAGR) of 7.2%.

Performance

The Jordan 1 Retro High Off-White Chicago has achieved an annualized return of 116% over the past 5 years.

Cultural revolution

Iconic sneakers have transcended their utilitarian purpose and have become coveted, high-value assets for both collectors and investors.

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Market Overview

Market size

The market for used sneakers has developed into an annual industry of 2 billion US dollars.

Key brands

Nike and Nike Jordans top the list of the most popular sneaker brands for resale. Other brands that should be considered include adidas, ASICS, Yeezy, and New Balance.

Most popular colors

Black, White, Red, Gray, Blue

Key trading platforms

stockx, Flight Club, or Stadium Goods.

Growth

Market value of $138.130 million by 2028. Average annual growth rate (CAGR) of 7.2%.

Limited editions

Shoes readily available in retail stores like Foot Locker won't generate high demand. An example of this is the Yeezy Boost 350 from 2018. Its value has declined since its release due to excessive production.

Risk Considerations

Condition and Authenticity

The preservation of the condition of your sneakers is crucial to maintaining their value. Improper storage or failure to ensure authenticity can affect their worth.

Market Conditions

The investment in sneakers is rapidly gaining popularity. Therefore, it is a challenge to find the right sneakers and the right time for investment. The risks are associated with the price level and the future development of the market.

Fake Sneakers

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Investment Scenario

Like with physical goods, fees and taxes also apply here. The higher the value of the asset, the higher these costs are. Therefore, when making a purchase, potential earnings must exceed these costs for the investment to be worthwhile.

Investing with Splint Invest

Diversification

With Splint Invest, you can easily diversify your portfolio and thus reduce your risk by investing in the 16 already available investment categories with numerous exciting opportunities on the platform.

Validated Investment Scenario

Every potential investment case undergoes a comprehensive due diligence process and is reviewed by our experienced team.

Proven Track Record

The sneakers are sourced from our trusted partners who possess a high level of market knowledge and a proven track record in investments.

Security

The assets are securely stored and insured in free ports and vaults.

Collaborators

Mario von Bergen

Co-Founder

Head of Investments

The forecasted estimates are based on past performance data. Please remember that past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, or product made reference to directly or indirectly in this factsheet, will be profitable, equal any corresponding indicated performance level, or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer be reflective of current opinions or positions.

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