

Hermès, Birkin, 25cm , Sellier Blue Frida, Epsom Leather

- Since 1985, Birkin bags have achieved an average annual increase in value of 14.2%.
- Hermès raised the prices of the Birkin 25 sellier bags by nearly 9% in 2023, which also drives up prices on the secondary market.
- This investment has a **yearly potential of +9%** over 4 years and is associated with approximately 2.6% annual costs.



Factsheet - General



Manufacturer	Hermès
Model	Birkin Sellier Bag
Year	2021
Size	25 cm
Leather	Epsom
Hardware	Gold
Color	Blue Frida
Condition	New and unworn
Price per bag (excl. external costs and platform fees)	31,700€
Investment Horizon	2 to 4 years
Value per Splint	50 €
Asset ID	ef28d18c-f26c-4b7d-8af4-1243707f66f8

Cost Analysis

	Value in €
Asset Value	31,700 €
Platform Fee Splint Invest	1,950 €
External Maintenance Cost	500 €
Price	34,150 €
Number of Splints	683
Price per Splint	50 €

- The price of 34,150 € includes the Splint Invest platform fee and external maintenance costs of 2,450 €. 31,700 € 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 sought-after Birkin bags since 1985 is at **14.2%**.

According to the 2023 wealth report of Knight Frank, the prices for collectible handbags increased by **74 %** over the last **10 years**.



Stability

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

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

The **annual production** of the Birkin bag is around **3,000 pieces**.



Track Record

The idea for the bag came in 1983 when Louis Dumas met the actress, Jane Birkin. When Jane told him about the space problems of handbags, he immediately started to draw trapezoidal bags.

Since **1984** the Birkin bag is the most sought-after handbag. Quality is of utmost importance, and the bags are still handmade from the finest material. The production time is at **48 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	73
Balanced	58	65	72
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	36,882 €	49,176 €	49,859 €
- Splint selling fees of 2%	-738 €	-984 €	-997 €
- External maintenance cost	-500 €	-500 €	-500 €
- Splint Invest platform fee	-1,950 €	-1,950 €	-1,950 €
- Asset value at acquisition	-31,700 €	-31,700 €	-31,700 €
Expected return at maximum maturity	1,994 €	14,042 €	14,712 €
Average annual rate of return	1.4%	9.0%	9.4%

Details to weighted calculation of the average annual rate of return:	Defensive Scenario	Balanced Scenario	Ambitious Scenario
Base value 1 with a 50% weighting	12 month inflation rate Switzerland (3.4%)	Average annual appreciation of Birkin Bags over the last 35 years. (+14.2%)	AMR Handbags Index, Performance 2022 (+15%)
Base value 2 with a 50% weighting		2023 Hermès Birkin Bags (hermes.com) price increase (+8.8%)	2023 Hermès Birkin Bags (hermes.com) price increase (+8.8%)

Why you should invest

- 14.2% annual increase in value since 1985.
- Price increases by Hermès for Epsom Sellier 25 bags in 2023 by nearly 9 %.
- Only 3,000 pieces are produced per year.



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