

Hermès

Mini Kelly, Permabrass

Return Potential

An investment of 500 EUR is projected to be worth approximately 725 EUR in 4 years.

Cost-to-Return Ratio

With just 2.7% annual total costs (including exit fees), your net profit could be an impressive 9.7% per year.

Exclusive Hardware

Permabrass hardware is a special gold hardware with a matte finish, usually seen on Special Order Horseshoe (HSS) bags. The limited nature of this hardware makes it highly desirable.



Fun facts:

Gris Misty is a brand new color for 2024, and demand for new colors is particularly high. New color releases tend to happen only once a year.

General Info

Manufacturer	Hermès
Model	Mini Kelly
Year	2024
Size	20 cm
Leather	Epsom
Hardware	Permabrass
Color	Gris Misty
Condition	New
Price per bag (excl. External costs and platform fees)	28,950 €
Investment horizon	3 to 5 years
Asset ID	4a96dec5-d280-4e80-a55d-9af5fc61c8d1

Cost Analysis

	Value in €
Asset Value	28,950 €
Platform Fee Splint Invest	1,750 €
External Maintenance Cost	500 €
Price	31,200 €
Number of Splints	624
Price per Splint	50 €

- The price of 31,200 € includes the Splint Invest platform fee and external maintenance costs of 2,250 €. 28,950 € can be allocated to the asset.
- 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



7/10

Return

The average annual increase in value of the sought-after bags since 1980 is at 14.2%.

According to the 2023 wealth report of Knight Frank the prices for collectible handbags increased by 67 % over the last 10 years.



8/10

Stability

The production volume is kept at 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.



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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 2-4 years

Forecast per Splint in €	2 years	3 years	4 years
Ambitious	61	70	80
Balanced	59	66	74
Defensive	52	53	54

The 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	33,696 €	46,176 €	49,920 €
- Splint selling fees of 2%	-674 €	-924 €	-998 €
- External maintenance cost	-500 €	-500 €	-500 €
- Splint Invest platform fee	-1,750 €	-1,750 €	-1,750 €
- Asset value at acquisition	-28,950 €	-28,950 €	-28,950 €
Expected return at maximum maturity	1,822 €	14,052 €	17,722 €
Average annual rate of return	1.4%	9.7%	11.9%
Details to weighted calculation of the average annual rate of return:	Defensive Scenario	Balanced Scenario	Ambitious Scenario
Base value 1 with a 70% weighting	12 month inflation rate Switzerland (1.4%)	Average annual appreciation of Birkin Bags over the last 35 years. (+14.2%)	AMR Handbags Index, Performance 2022 incl. price premium for special edition bags (+17%)
Base value 2 with a 30% weighting		2024 Hermès Kelly mini bags (hermes.com) price increase (+8,1%)	2024 Hermès Kelly mini bags (hermes.com) price increase (+8,1%)

Why you should invest

1. New brand color, Gris Misty and demand for new colors is particularly high.
2. The annual production of the Kelly bag is around 20,000 pieces.
3. Annual price increases of 5 up to 10 % for the primary market of Kelly bags.

Contact Information:



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