Nike
Air Jordan 1 OG 1985 Bred

Return Potential

An investment of 500 EUR is projected to be worth approximately 1,005 EUR in 5 years.

Cost-to-Return Ratio

With just 2.8% annual total costs (including exit fees), your net profit could be 15.0% per year.

The Origin

These sneakers are an iconic piece of history that revolutionized sneaker culture and enjoy worldwide recognition. Their limited availability significantly increases their collector value, making them a valuable investment. The high quality and timeless design of the Air Jordan 1 represent enduring style that transcends fashion trends.

Fun facts:
The shoe was released in 1985, and therefore, hardly any new, untouched examples from that year still exist. Additionally, our example comes with the original hangtag, which is extremely rare.

General Info

Brand	Nike
Typ	Sneaker
Name	Nike Air Jordan 1 OG 1985 Bred
Condition	Deadstock (New & Unworn)
Publication year	1985
Shoe Size	US 12
Number of editions	Unknown
Material	Leather
Investment horizon	3 to 5 years

Cost Analysis

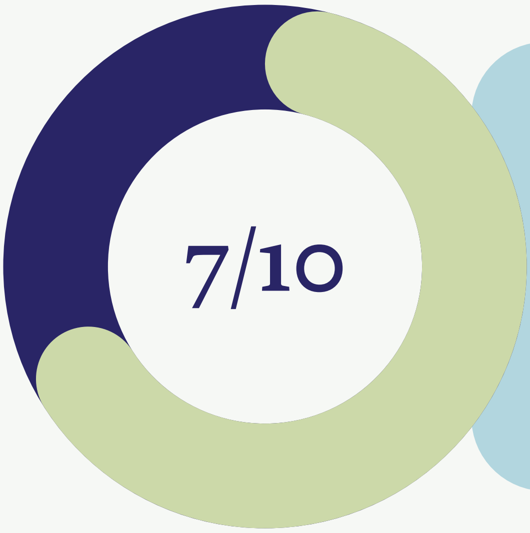
	Value in €
Asset Value	28,000 €
Platform Fee Splint Invest	1,700 €
External Maintenance Cost	1,000 €
Price	**30,700 €**
Number of Splints	614
Price per Splint	**50 €**

- The price of 30,700 € includes the Splint Invest platform fee and external maintenance costs of 2,700 €. 28,000 € 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

Return

Sold for $64.99 in 1985, few sneakers have seen such a high increase in value. In 2020, a pair sold for $15,120 at Sotheby's, in 2022 for €27,300 at StockX, and in November 2023 for $35,000 at Heritage Auctions. This represents an annualized value increase of 18% over the last 38 years.



Stability

Since its release in 1985 this model showed a high price stability as it is considered as one of the groundbreaking models. The prices since its first release is higher compared to other sneakers.

Track Record

The Nike “Air Jordan 1” is the most iconic silhouette in sneaker history—both in the streetwear scene and the basketball world. The original Air Jordan 1 from 1985 marks the beginning of the Air Jordan brand for Nike. Designed by Peter Moore, the sneaker has been a timeless classic since its release in 1985.

Investment Horizon
of 3-5 years

Forecast per Splint in €	3 years	4 years	5 years
Ambitious	78	93	110
Balanced	72	84	98
Defensive	53	54	55

The investment horizon has been set to 3 to 5 years.

- Only few sneakers of this model are on the market in such a pristine condition as ours. Even the tag is still on. We expect a continuing raising price trend over the next years.

- 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	33,770 €	60,172 €	67,540 €
- Splint selling fees of 2%	-675 €	-1,203 €	-1,351 €
- External maintenance cost	-1,000 €	-1,000 €	-1,000 €
- Splint Invest platform fee	-1,700 €	-1,700 €	-1,700 €
- Asset value at acquisition	-28,000 €	-28,000 €	-28,000 €
Expected return at maximum maturity	**2,395 €**	**28,269 €**	**35,489 €**
Average annual rate of return	**1.4%**	**15.0%**	**17.8%**

Details to weighted calculation of the average annual rate of return:	Defensive Scenario	Balanced Scenario	Ambitious Scenario
Base value 1 with a 90% weighting	12 month inflation rate Switzerland (1.4%)	Average annual price increase since the release in 1985 +18.0%.	Average annual price increase since 2020 +32.3%.
Base value 2 with a 10% weighting	12 month inflation rate Switzerland (1.4%)	12 month inflation rate Switzerland (1.4%)	12 month inflation rate Switzerland (1.4%)

Why you should invest

1. The original Air Jordan 1 from 1985
2. Incredible value appreciation since its release
3. Timeless classic, also known from the movie "AIR" with Matt Damon

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