

Nike x Travis Scott Air Jordan 1 Low „White Party“ Sample

The Nike x Travis Scott Air Jordan 1 Low "White Party" Sample is the epitome of exclusivity—just 350 pairs exist, but as a sample, it's even rarer, making it a true unicorn in sneaker culture. Owning one means possessing a piece of history that only a handful will ever touch.



3 Reasons to Invest

1. **Return Potential** 📈: An investment of 500 EUR could reach an estimated value of 1,345 EUR in 5 years.
2. **Cost-to-Return Ratio** ⚖️: After deducting 3.2% in annual total costs (including exit fees), your net return could reach 21.9% per year.
3. **A Legacy in Every Stitch** 👟: Investing in the Nike x Travis Scott Air Jordan 1 Low "White Party" is about holding a true collector's gem. As a sample, this pair is even rarer than the 350 exclusive event pairs, making it one of the most elusive Travis Scott sneakers ever.

Asset Details

Details	Information
Brand	Nike x Jordan
Type	Sneaker
Name	Nike x Travis Scott Air Jordan 1 Low „White Party“ Sample
Condition	Deadstock (New & Unworn)
Publication year	2024
Size	US 12
Material	Leather, diverse
Asset ID	1419a4fb-8aa5-4b05-8e68-834aa2236499
Total asset value in EUR	28.050
Purchase price in EUR	25.500
Platform fee in EUR	1.550
Storage and insurance in EUR	1.000
Number of Splints	561

Investment Case

Valuation Summary 📊 To ensure the competitiveness of the investment, we conducted a thorough verification of the purchase price by analyzing recent transactions and current market values on the secondary sneaker market. Our analysis confirmed that the price offered, inclusive of all associated fees, is highly competitive. We used the historical performance data of the Nike x Travis Scott "Cactus Jack Sneaker" which is a comparable model. For our conservative scenario, we assumed the value of the sneaker would grow at the rate of Swiss inflation, reflecting a defensive approach. In the balanced scenario, we assume a 40% probability of realising the growth rate of this model over the last 7 years. Finally, in the ambitious scenario, we assume a 70% probability of realising the growth rate of this model over the last 7 years.

Exit Options at Maturity 📅 We will manage the exit strategy on behalf of our investors, ensuring the best possible outcome based on market conditions at the time. Depending on the value of the model and the prevailing market situation, we can either sell the sneakers privately to a collector or take it to auction. Both options are carefully considered, and we will choose the one that maximizes the return for our investors.

Why Invest in This Category? 📈 Sneakers have evolved from sportswear into high-value, collectible assets, gaining popularity as blue-chip investments. Their appeal is driven by cultural shifts, celebrity endorsements, and smart marketing. Today, sneakers sit at the intersection of fashion, art, and collectibles, fueling a booming secondary market. The global sneaker market is projected to reach USD 138,130 million by 2028, with a 7.2% annual growth rate. Historically, sneakers have shown impressive returns, with examples like the Jordan 1 Retro High Off-White Chicago delivering a 116% annualized performance over five years. This strong market growth and cultural relevance make sneakers a compelling investment opportunity.

Why Invest in This Asset? 💎 The Nike Air Jordan 1 Low Travis Scott "White Party" is not just another sneaker—it is a sample, an ultra-rare piece that was never meant for public hands. Unlike the 350 pairs distributed exclusively to VIP guests at Michael Rubin's 2024

White Party, this pair is a sample, making it even more valuable to elite collectors. Unlike general releases, samples exist in even smaller quantities, often created for internal design approvals, marketing showcases, or as reference pairs for future production. While some samples remain within Nike's archives or with key industry insiders, the rare few that surface in private hands become some of the most sought-after sneakers in history.

Samples remain neutral, unattached to any owner, making them the true Holy Grail of sneaker collecting. High-end collectors, investors, and even museums prioritize such versions, as they represent the purest form of a sneaker's legacy—untouched, unaltered, and unrestricted by past ownership. This distinction is crucial in the world of high-end sneaker trading, where provenance, authenticity, and exclusivity dictate value.

While the 350 personalized pairs will likely remain in private collections, this sample is one of the few that could ever surface in the resale market, making it an incredibly rare investment opportunity. Historically, samples of legendary releases have commanded record-breaking prices at auctions.

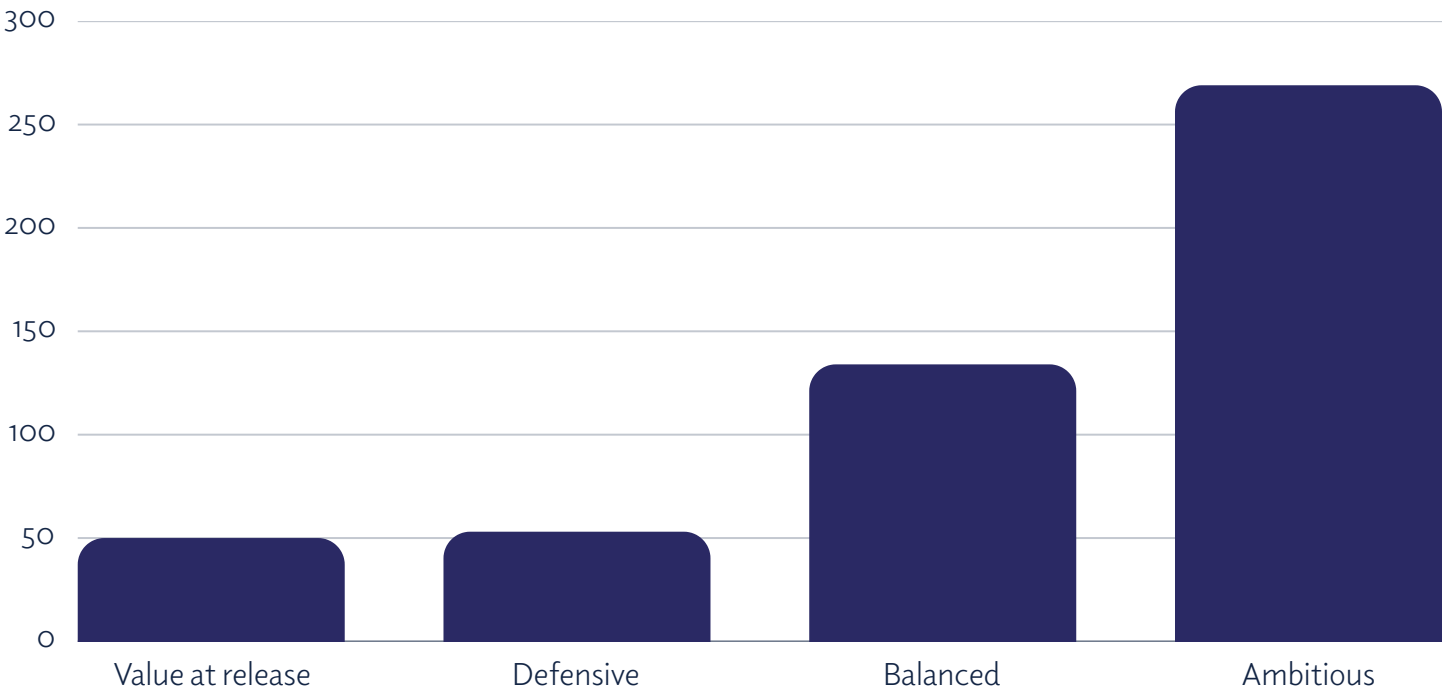
Context in Time 🕒 The sneaker market has reached new heights, with limited editions now viewed as alternative assets alongside fine art and luxury watches. As collectors become more discerning, exclusivity and provenance have become the ultimate determinants of value. With Travis Scott's influence still at its peak and his collaborations continuing to drive resale records, this sneaker represents a moment in time when hype, exclusivity, and demand intersect perfectly.

Conclusion 🎯 The Nike x Travis Scott Air Jordan 1 Low "White Party" Sample is more than just a sneaker—it's an icon of exclusivity, cultural significance, and investment potential. With extreme rarity, a strong track record of appreciation, and growing collector demand, it represents a unique opportunity to own a true piece of sneaker history.

Projection

The asset offers high return potential. The expected annual return ranges between 1.2% and 40.0%, depending on market conditions.

Here’s the projected value of a Splint at maturity:



All information is provided to assist in decision-making and does not constitute investment advice. The projected estimates are based on past performance data. Please note that past performance is not necessarily indicative of future results. Different types of investments involve different risks and there can be no guarantee that the future performance of any particular investment or product referred to directly or indirectly in this investment opportunity will be profitable, achieve the relevant stated level of performance or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer reflect current opinions or positions.