Factsheet

**Splint Invest**

# Nike Air Jordan 1 Iridescent Family PE (1-of-80)

Imagine a sneaker so rare it never hit stores. The Nike Air Jordan 1 Iridescent Family PE —only 80 pairs made for the exclusive "Jordan Family"—features a chameleon upper and original sample box. More than a sneaker, it's a true cultural gem.

**20.4%** Net ROI p.a.

**3 - 5** Years

📈 High Return

## 3 Reasons to Invest

1. **Return Potential**📈: An investment of 500 EUR could reach an estimated value of 1,267 EUR in 5 years.
2. **Cost-to-Return Ratio**⚖️: After deducting 3.0% in annual total costs (including exit fees), your net return could reach 22.9% per year.
3. **From Culture, with rarity** 👟: There are sneakers, and then there are grails. The Iridescent Family PE is a symbol of untouchable status, closed circles, and elite craftsmanship. Reserved for insiders, its aura of secrecy makes it irresistible to those who understand the story behind the leather.

## Asset Details

| Details | Information |
|---|---|
| Brand | Nike |
| Type | Sneaker |
| Name | Nike Air Jordan 1 Iridescent Family PE (1-of-80) |
| Condition | Deadstock |
| Publication year | 2022 |
| Size | US 9 |
| Material | Leather |
| Asset ID | 4a807d8b-f099-4d02-8fc8-474764834308 |
| Total asset value in EUR | 23,600 |
| Purchase price in EUR | 21,500 |
| Platform fee in EUR | 1,300 |
| Storage and insurance in EUR | 800 |
| Number of Splints | 472 |

## 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 this sneaker to model potential future price developments. 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 60% probability of realising the growth rate of this model over the last 2 years. Finally, in the ambitious scenario, we assume an 80% probability of realising the growth rate of this model over the last 2 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 Iridescent Family PE is a masterclass in rarity and aesthetic innovation. Designed exclusively for Jordan Brand athletes, this Player Exclusive (PE) never entered commercial production, making it one of the rarest Air

Jordan 1s ever created. What sets it apart visually is its dazzling iridescent upper, made from premium tumbled leather that shifts between hues of turquoise, violet, and green depending on the light. Black suede accents and hand-painted midsole elements round out the artistic design—this is more sculpture than sneaker.

Its "Family" label on the original sample box amplifies its exclusivity. Public sales are virtually non-existent; one pair was estimated between €15,000–25,000 at Sotheby's in 2024, and another is currently listed at €34,999 on eBay. With a 2022 retail benchmark of €180 (for standard Jordan 1s), this PE's private market valuations show astronomical divergence.

The condition is "Deadstock," and this specific pair (US 13) is stored with all original packaging. As Player Exclusives continue to rise in status and price, this sneaker is positioned as a cultural cornerstone. With no expectation of re-release and extremely limited supply, it appeals equally to high-end collectors, athletes, and fashion investors.

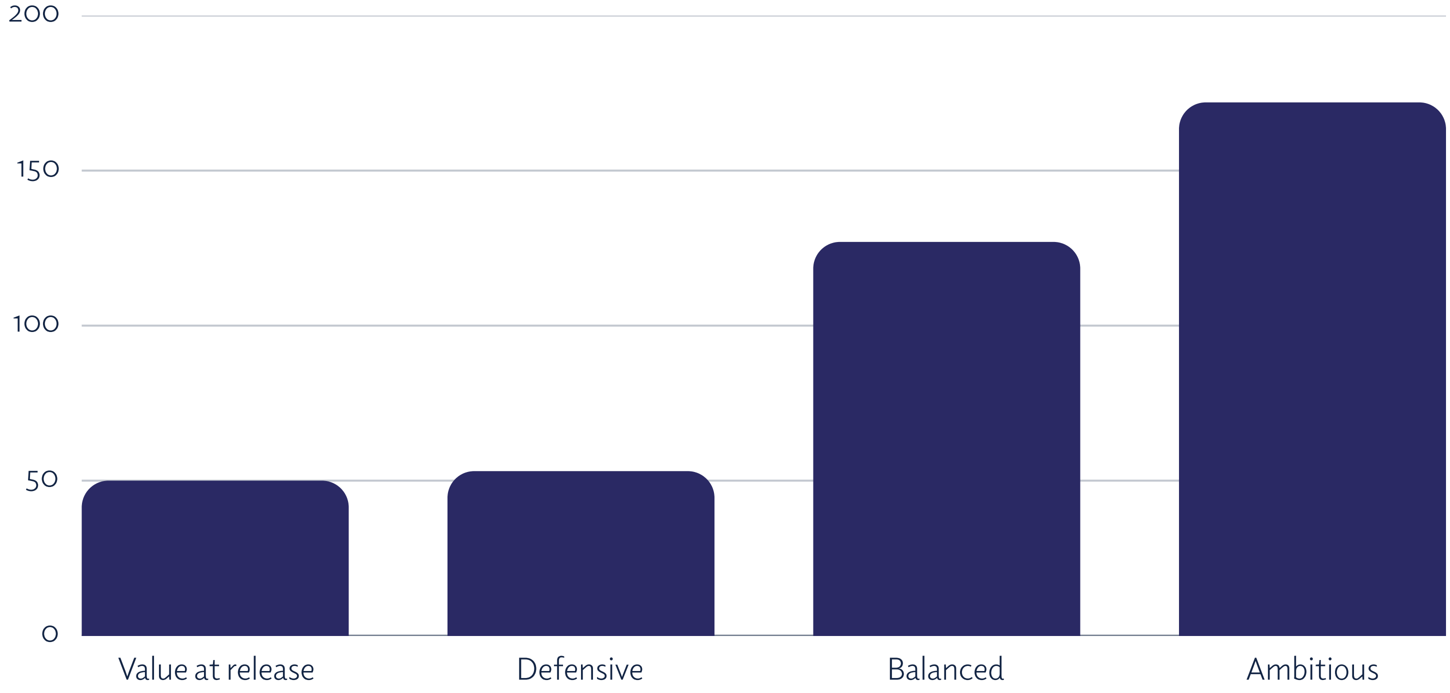
**Context in Time** ⏳ The release of this sneaker in 2022 coincided with growing global interest in exclusive "Player Only" editions. As sneaker culture matures and the line between fashion, art, and investment blurs, ultra-rare PEs like this one are gaining recognition not just as footwear, but as investment-grade cultural assets. Their scarcity ensures continued relevance.

**Conclusion** 🎯 The Nike Air Jordan 1 Iridescent Family PE offers a compelling mix of rarity, cultural cachet, and strong upside. With only 80 pairs worldwide, zero public release, and stunning aesthetics, it's a trophy asset that transcends trends. For collectors and investors alike, it's a golden ticket into sneaker royalty.

# Projection

The asset offers high return potential. The expected annual return ranges between 3.1% and 28%, 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.