

COMMERCE

Priv Porter sells record-breaking Herms Birkin for \$298K

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Hermès Birkin handbag sold by Priv Porter

By STAFF REPORTS

Priv Porter, a retailer specializing in rare and unused handbags, has broken auction house Christie's record for the most expensive handbag ever sold.

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Using Instagram as a primary discovery point for its collection, Priv Porter considers itself the largest curator of unused Hermès Birkin handbags and has sold rare bags to the shopping elite of more than 45 countries. Traditionally, collectors relied on auction houses, which often vetted lightly worn handbags rather than new purses in the original packaging and charged a hefty buyer's premium at the sale's completion.

It-bag in-demand

Last month, Boca Raton, FL-based Priv Porter completed its most expensive Hermès Birkin sale to an anonymous buyer for \$298,000.

At the time of sale, Christie's held the auction house record of \$223,000 for a handbag sold in Hong Kong in June 2015. Unlike sales through Priv Porter, Christie's worked a \$66,000 buyer's premium into the final winning bid for the Hermès Birkin.

The \$298,000 Hermès Birkin sold by Priv Porter was sold to an anonymous buyer from Los Angeles.

"With our business model of locating, assessing and cash-buying the most impeccable, authentic Hermès Birkin and Kelly inventory from around the world, Priv Porter inevitably possesses more superior bags than the often used bags consignment dealers present," said Jeffrey Berk, co-founder of Priv Porter.

"It's our curated approach, coupled with offering immediate liquidity for motivated sellers, that sets us apart," he said. "This Braise Crocodile Diamond Birkin bag is a spectacular example of the investment-grade opportunity the finest Hermès bags offer buyers, and Priv Porter expects to be at the epicenter of more record-breaking sales in the future."

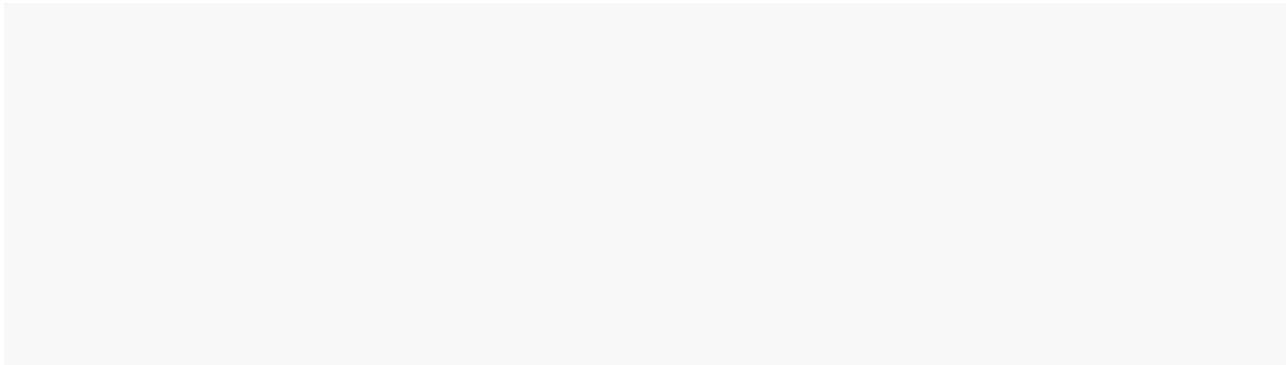


Herms Braise Crocodile Diamond Birkin sold by Priv Porter

Manufactured in 2008, this particular Herms Birkin is in a fire engine-red porosus crocodile skin. The crocodile leather is complemented by 10.08-carats of round brilliant cut diamonds and 18-carat white gold hardware, including its Cadena lock.

Unlike many auctioned Birkins, this handbag was in mint condition and was "store fresh," meaning it was still in its original packaging.

Priv Porter acquired the handbag in 2015, choosing to debut it to its aftermarket clients during last year's Fort Lauderdale International Boat Show. At the event, Priv Porter hosted a pop-up showroom on a yacht with approximately \$2 million worth of Birkin bags onboard.



For price and purchase inquiries only, please contact sales@priveporter.com or +1 561 479 9200. For general questions and answers please visit FAQ on the link in our bio. Priv Porter has been selling authentic luxury goods since 2008. All purchases are secured by our money-back guarantee. Follow us on eBay, Facebook, and Twitter too! All Rights Reserved Priv Porter #hermes #birkin #hermeskelly #hermesbirkin #beton #feu #photooftheday #birkinocrocodile #lifestyle #fashion #fashionista #fashionblogger #fashionable #fashiondiaries #b35 #birkin35 #fashionblog #hermeslover #birkinlover #bordeaux #luxury #rich #mimosa #saudiarabia #instabags #purseaddict #priveporter #qatar #shopping #dubai

A photo posted by Priv Porter (@priveporter) on Apr 4, 2016 at 8:24pm PDT

The Herms Birkin bag has also proved to be a smart investment for affluents' looking to diversify their assets portfolio.

Over the last 35 years, French leather goods brand Herms' iconic Birkin handbag has increased in value by more than 500 percent, according to a recent study by Baghunter.

In Baghunter's study, the online handbag consignment marketplace compared three different types of popular investments: the S&P 500, gold and Herms Birkin Handbags.

During the 35-year period, Baghunter found that Herms Birkin handbags have increased in value year over year. The handbag has offered an average annual value increase of 14.2 percent.

Unlike the S&P 500 and gold, the value of Birkin handbags has never decreased and has steadily and consistently increased. The handbag's peak surge value occurred in 2001 when it increased in value by 25 percent, and the lowest increase was 2.1 percent in 1986 ([see story](#)).

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