

APPAREL AND ACCESSORIES

Dover Street Market joins handbag fervor with pre-owned Herms goods

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Image courtesy of Maia's Instagram account

By STAFF REPORTS

Concept boutique Dover Street Market is working with handbag consignor Maia to give rare and vintage Herms handbags a physical point of sale.

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Maia, the mother of Herms in Greek mythology, was founded by fashion stylist Nicola Robinson to supply her affluent clients with hard-to-come-by handbags unavailable to others. As for Dover Street Market, its mission aligns with that of Maia, as its network of boutiques offers consumers capsule collections and limited-edition goods from the likes of Gucci, Tiffany & Co. and Brioni.

Rare and on sale

All handbags sourced by Maia are subjected to an authentication process by experts prior to being placed on sale on its Web site or London showroom.

As of July 13, consumers will be able to visit the Dover Street Market in London to shop rare and vintage Herms handbags in person.

Maia has placed a dozen pre-owned Hermes handbags on display at Dover Street Market. Each handbag has been encased in a specially-designed Maia box to protect the good, since the original packaging does not stand the test of time as well as the bag itself.

When the Herms handbags went on view at Dover Street Market, Maia included a 1991 crocodile Kelly featuring gold hardware. The discontinued size, furthering its novelty, will retail for more than \$50,000.



Herms Kelly on sale by Maia at Dover Street Market London

Others on sale at Dover Street Market include a limited-edition 15cm mini Kelly bag from the early 90s, a discontinued matte crocodile Birkin with palladium hardware, a rare bi-color Birkin made in 1997 and a 1995 small Tea Time box bag. The latter is so rare Ms. Robinson has only seen five.

Retail prices range from \$4,790 for the Tea Time bag to \$62,274 for the matte crocodile leather Birkin.



Herms Tea Time on sale by Maia at Dover Street Market London

Maia plans to replace each handbag as they sell, if possible, to ensure a stable supply and continued interest from Dover Street Market consumers.

A number of high-ticketed auctions and private sales for rare Herms handbags has shown investors the potential held by the category.

According to a Baghunter report, in the last 35 years, the French leather goods brand's iconic Birkin handbag has increased in value by more than 500 percent.



Hermès Birkin on sale by Maia at Dover Street Market London

In Baghunter's study, the online handbag consignment marketplace compared three different types of popular investments: the S&P 500, gold and Hermès Birkin Handbags. The Birkin bag, named for actress and It-girl Jane Birkin in 1984, and based on an Hermès design from 1981, is a status symbol for the fashion elite, and as it turns out, a sound investment ([see story](#)).

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