

APPAREL AND ACCESSORIES

Herms Birkin's record-breaking sales trend bound to continue

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Herms Himalayan Niloticus Birkin, sold at auction by Christie's; Image credit: Christie's

By STAFF REPORTS

The value of Herms Birkin handbags has increased by 20 percent since January 2016, and it is continuing to outperform the S&P 500 and the gold markets, according to an updated report from Baghunter.

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Since the release of its 2016 "Birkin Values Study," handbag consignor Baghunter found that the Herms Birkin remains on a positive growth trend and has exceeded even the most optimistic expectations in the last 18 months. Baghunter's original Birkin Values Study found that purchasing an Herms Birkin is a sounder investment than both the S&P 500 and gold markets because the handbags' value has never decreased ([see story](#)).

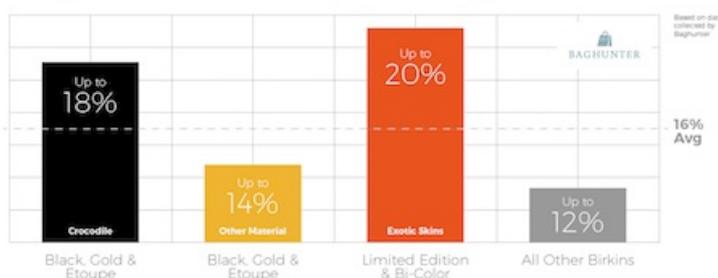
The unbreakable Herms Birkin

For its update to the [Birkin Values Study](#), Baghunter revisited its comparison between the S&P 500, gold and Birkins.

In addition to Birkin bags' increase in value of 20 percent since January 2016, the handbag continued to outperform the stock and gold markets.

Also, limited-edition, bi-color and exotic skin Birkins are being purchased for up to 20 percent more than 18 months ago. Black, gold and etoupe Birkins are performing particularly well for investors.

Average Rise in Value of Birkin Bags Since January 2016



Average rise in value of Birkin bags since January 2016. Graph courtesy of Baghunter

Baghunter's findings are evident in the record-breaking Birkin sales that have occurred in the last 18 months. Three separate sales all broke handbag auction purchase records in April and June 2016 and June 2017.

For example, Herms' Himalaya Niloticus crocodile diamond Birkin did it again, when the purse set a new world record for a handbag sold at auction in May 2017.

On May 31 in Hong Kong, auctioneer Christie's held its Handbags & Accessories auction, with total sales for combined lots reaching \$4.8 million. While Christie's auction featured handbags and accessories by Dior, Louis Vuitton and Chanel, the majority of the lots were designed by Herms.

The 2014 Himalaya Niloticus Birkin was estimated to be bought at auction for somewhere between \$193,432 to \$257,909, according to Christie's experts.



Herms' Himalaya Niloticus Birkin. Image credit: Christie's

Instead, the Himalaya Niloticus Birkin sold for \$379,261 ([see story](#)).

"The recent record-breaking Birkin sales encouraged us to revisit our research study from January 2016," said Evelyn Fox, CEO of Baghunter, in a statement. "What we found validates our original thoughts and conclusions from the January 2016 study.

"The Birkin is on an unstoppable upwards trend and shows no signs of slowing down," she said.

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