

## FINANCIAL SERVICES

# Shares of rare Herms Birkin go live on trading platform Public.com

September 28, 2022



Trading platform Public.com now offers alternative assets, allowing fashion and finance fans alike to invest in coveted items at a fraction of the cost. Image courtesy of Public.com

By LUXURY DAILY NEWS SERVICE

French fashion house **Hermès**' cult classic handbag is garnering excitement from investors, as luxury assets gain ground on Wall Street.

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Trading platform Public.com is democratizing access to luxury goods with the launch of a new alternative investment vertical. Fashion and finance fans alike are now able to stake a claim in an iconic Hermès style, at a fraction of the price.

"Birkins are hard to come by, on both primary and secondary markets, with the rarest styles made only in limited quantities and often with specific collectors in mind," said Leah Smith, director at **Public.com**, New York.

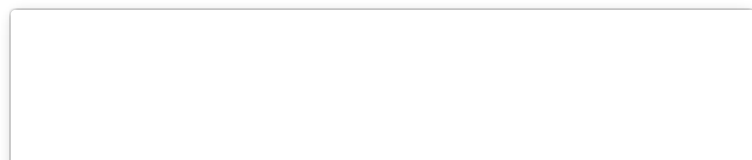
"Tight control on supply is one of the unique factors contributing to its consistent ranking as one of the top luxury investments."

### Shareholder saavy

Public.com is debuting its latest feature alongside an exclusive group of assets, allowing users to diversify their portfolios with a few of the culture's most coveted items.

Fractional shares of a limited-run Hermès' rare 2011 35 So Black Birkin are now available for purchase via the platform's app.

New listings also include "Police Car," a work from elusive street artist Banksy, in addition to the exact pair of Air Jordans that basketball legend Michael Jordan wore during one of his infamous dunk-and-shatter moments. The sneakers are authenticated, and feature dual-signing from the star.



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Public.com is now the only investing platform in the world where people can build a modern portfolio with any fractional asset from art, stocks, collectibles, crypto, memorabilia and more all in one place.

"Diversification is the key to a modern investment portfolio, especially as the investing landscape as a whole is experiencing a great deal of volatility this year," said Keith Marshall, general manager of alternatives at Public.com, New York.

Luxury is punching well above its weight in ROI, as Public.com focuses on opening the lucrative asset class to all.

Historically, tangibles like fine art, jewelry and wine have outpaced traditional investment categories in returns ([see story](#)), according to estate agency Knight Frank. The firm's quarterly Luxury Investment Index lists the alternatives that hold the most value and sway for investment by the wealthy.

"The Knight Frank Luxury Investment Index, which tracks a variety of assets in the luxury space (from art to handbags to wine), shows more than 120 percent category growth over the last decade," Mr. Marshall said.

"Because some of these alternative asset classes are uncorrelated to the latest market volatility, they can help investors get strong risk-adjusted returns with reduced correlation with exchange-listed equities," he said. "We have seen the high end of the art and collectibles market hold up relatively well in the current climate."