

BAGAHOLIC

BEST MARKET SEGMENTS



1. HARD-TO-FIND (NEW)

- Why it works: Some handbags are unavailable at the boutique so most people prefer to get them from a reseller
- Minimal investment: \$2,000
- Potential ROI: +10%
- Liquidity: 7/10
- Risk: 8/10
- *Makes sense if you're a VIP customer
- **Best purses to target:** Hermes Birkin, Louis Vuitton Pochette Metis, Louis Vuitton Multi-Pochette



2. IT-HANDBAGS

- Why it works: Some designs are so recognizable everyone wants them
- Minimal investment: \$600
- Potential revenue: +10-20%
- Liquidity: 8/10
- Risk: 5/10
- **Best purses to target:** Chanel Flap, Louis Vuitton Neverfull, Louis Vuitton Speedy



3. LIMITED EDITIONS

- Why it works: Not available in boutiques anymore and the style is unique | Often people who have these items in their collections don't realize their fair value
- Minimal investment: \$600
- Potential revenue: +20-200%
- Liquidity: 10/10
- Risk: 5/10
- **Best purses to target:** Louis Vuitton Speedy Roses, Louis Vuitton Monogramouflage



4. VINTAGE

- Why it works: You buy Louis Vuitton at the price of Michael Kors + vintage quality is often better.
- Minimal investment: \$600
- Potential revenue: +5-15%
- Liquidity: 5/10
- Risk: 5/10
- **Best purses to target:** Louis Vuitton Speedy, Louis Vuitton Luco Tote, Dior Saddle,



5. RESTORATION PROJECTS

- Why it works: If you can restore an item, its price increases
- Minimal investment: \$100
- Potential revenue: +50%-200%
- Liquidity: 5/10
- Risk: 3/10
- *Makes sense if you're a VIP customer
- **Best purses to target:** Hermes Birkin, Louis Vuitton Pochette Metis, Louis Vuitton Multi-Pochette



6. TRENDS

- Why it works: You anticipate trends, buy old/vintage items supporting the trend
- Minimal investment: \$100
- Potential revenue: +200%
- Liquidity: 5/10
- Risk: 4/10
- **Best purses to target:** depends on the trend 😊 (Gucci Marmont, Dior Saddle, etc)



	Hard-to find	IT bags	Limited editions	Vintage	Restoration	Trends
Minimal investment	\$2,000	\$600	\$1,000	\$200	\$100	\$100
Average ROI from the sale	10%	15-20%	20-30%, up to 200%	10-20%	50-100%, no limit	50-100%, no limit
Liquidity	7/10	8/10	10/10	5/10	5/10	9/10
Risk	8/10	5/10	5/10	8/10	3/10	4/10
Main task	Having access at the boutique	Finding the best deals	Know sellable collections	Look for the best possible condition	Know how to restore & repair	Anticipate trends