

Valuence Pioneers Cultural Heritage Preservation Model with Iconic Birkin Acquisition

Valuence Japan Inc. (Headquarters: Minato-ku, Tokyo; President and CEO: Shinsuke Sakimoto), a member of the Valuence Group, is pleased to announce that on July 10, 2025 (local time), the company successfully acquired a one-of-a-kind “Original Birkin” prototype bag owned by actress Jane Birkin, at a Sotheby’s auction held in Paris, France. The winning bid amounted to approximately 1.2 billion yen (based on current exchange rates).

The bag, custom-made by Hermès for Ms. Birkin in the 1980s, is crafted from black leather and bears marks of her years of use, including her engraved initials. It is a singular cultural artifact with immense historical significance.



A Symbol of Cultural Preservation and Circular Design

As a Circular Design Company, the Valuence Group is committed to creating value cycles—connecting valuable luxury goods such as watches, jewelry, bags, and apparel from those who no longer need them to those who do. Through our reuse business, we strive to create a sustainable future for both people and the planet.

This acquisition was not intended for resale. Rather, it reflects our mission to preserve global cultural heritage and make it accessible to the public. We believe it is a socially impactful initiative, aligning with our values of sustainability and cultural stewardship. The item will be carefully preserved and displayed by the company to embody these commitments.

CEO Message: Shinsuke Sakimoto, Representative Director, Valuence Japan Inc.



“At Valuence, we design circular systems that give new life to valuable luxury goods. Acquiring the original Birkin prototype once owned and used by Jane Birkin is more than just the acquisition of a rare artifact—it is a declaration of our intent to safeguard cultural heritage and share it widely with society. Going forward, we will explore ways to exhibit the piece and communicate its historical and cultural value to local communities and younger generations.

The media attention this item is receiving globally presents an opportunity for us to further promote the values we hold dear—circularity and sustainable abundance. Moreover, Jane Birkin's embodiment of freedom and independent beauty deeply resonates with our company's support for women's empowerment and diversity.

Through this acquisition, we hope to inspire more people to embrace their individuality and shine in their own way.”

Next Steps

Upon arrival of the bag in Japan, Valuence Japan will host a press unveiling for media and related stakeholders. We will announce specific exhibition details and timelines shortly.

■ Valuence Japan Inc. Overview

- Established: September 10, 2019
- Representative Director: Shinsuke Sakimoto
- Head office: MA5, 5-6-19, Minami Aoyama, Minato-ku, Tokyo, Japan
- Business lines: Purchase and sales of luxury brand goods, precious metals, gems, etc.

* Valuence Japan Inc. is a group company of Valuence Holdings, Inc. (Securities code: TSE Growth Market 9270, <https://www.valuence.inc/en/>).