

CLASSIC DRIVER

From sneakers to classic cars, everything's an investment at Rally Rd.

Lead

Rally Rd. is a new kind of investment platform whereby users can trade shares in alternative blue-chip collectables such as sneakers, memorabilia and classic cars. In a bid to bring its business model to life, it's opened a bricks-and-mortar exhibition in New York titled 'This Belongs in a Museum'...

This Belongs in a Museum



Located at 250 Lafayette St. in New York City, Rally Rd.'s indefinite *This Belongs in a Museum* exhibition serves to bring to life the new-fangled investment platform, which its creator says democratises the trading of alternative blue-chip assets. Showcased in the slickly presented exhibition is a variety of objects in which users of [the free Rally Rd. iPhone app](#) can buy shares, from a rare first edition of *Harry Potter and the Philosopher's Stone* valued at 72,000 US dollars to a 1982 Aston Martin V8 Vantage valued at 297,500 dollars. Share prices are based on the value of the item. Take the pair of Michael Jordan's match-worn sneakers from 1988, for example. Valued at 22,000 dollars, there are 2,000 shares available each at the initial price of 11 dollars.

Photos: Rally Rd.

Gallery

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