

The REAL Posh Pawnbroker breaks GBP50m barrier - all from one store

Submitted by: Boom Dialogue

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New Bond Street Pawnbrokers, London's leading short term collateral lenders run by renowned pawnbroker and TV personality David Sonnenthal, has revealed this week its lending has exceeded over GBP50 million worth of loans to customers from a single store in Mayfair.

Sonnenthal, who appears as a dealer in Channel 4 show Four Rooms, is the founder and owner of New Bond Street Pawnbrokers (<http://www.newbondstreetpawnbrokers.com>), located in one of the most affluent areas of London.

Celebrating 15 years of the Mayfair business, Sonnenthal was the first pawnbroker to target the luxury sector, creating a bespoke and confidential service to a clientele who, like the rest of society, have been hit in recent years by the banking industry's reluctance to lend.

Whilst the vast majority of pawnbrokers will lend against more traditional, everyday items, such as gold rings and bracelets, Sonnenthal lends against luxury assets such as super cars, fine wines, fine art, rare watches and even houses.

He has even loaned money against Napoleon Bonaparte's personal possessions, items retrieved from the Titanic and was possibly the first pawnbroker to lend against street art following an original work on canvas in 2006. The business's biggest single deal to date was a GBP1M loan made against an extremely rare blue diamond.

Other notable items the business has loaned against include sculptures, wine bonds, Lalique jewellery, a first edition copy of 'The Prince and the Pauper' by Mark Twain (inscribed by Oscar Wilde) and an 18th century hand coloured natural history book by renowned English naturalist, Mark Catesby.

New Bond Street Pawnbroker's minimum lending figure is GBP1,000. There is no upper limit.

David Sonnenthal, founder of New Bond Street Pawnbrokers said "We pride ourselves on our expertise and discretion. Our confidential service and many returning customers have taken us past the landmark figure of GBP50M in short term loans made against luxury assets".

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