

# A sparkling opportunity



**If you have an eye for all that glitters and like the idea of being in control of a successful jewellery business, Silverdaze could be the franchise for you...**

**D**iana Serle, MD of Silverdaze (UK) Limited, was a barrister for 10 years prior to setting up her own jewellery business in 2000.

Having travelled widely throughout her life, Diana had amassed a remarkable collection of exotic jewellery from various countries, and after extensive research into the market, she set up Silverdaze

Michael Way, of Franchise Your Business, has been instrumental in helping Diana to franchise

her successful business concept – the figures spoke volumes for Michael. Diana began franchising Silverdaze in May 2005 and by September she had her first franchisee up and running. Three more quickly followed by the end of October and one franchisee has grossed over £46,000 in her first full year. Silverdaze now has eight franchisees with two more scheduled to join in August.

The Silverdaze ever-changing range of hand-chosen exquisite jewellery is carefully selected from

around the world, and much of it is hand-made with inset semiprecious stones. Franchisees' main source of income is from jewellery parties, which provide a great opportunity for women to shop in a relaxing atmosphere with a glass of wine among friends. Corporate events, craft fairs, libraries and health clubs also serve as successful avenues for increasing profits.

The Silverdaze ethos does not involve any hard selling; people are happy to try on and wear the jewellery at Silverdaze events

and are delighted to be able to take away their purchases there and then.

The Silverdaze franchise business model has been tried and tested successfully over seven years. You can become a franchisee on a part-time basis; many start by operating the franchise alongside their current job. You can develop the business as much as it suits you. If you possess the entrepreneurial spirit, are enthusiastic, friendly and good with people, Silverdaze could be just what you are looking for. ■

► **INVESTMENT LEVEL:** Complete franchise start-up package – £9787 + VAT ► **WEBSITE:** [www.silverdazeuk.com](http://www.silverdazeuk.com) ► **CONTACT:** Diana Serle  
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