

REGISTERED NUMBER: 09414837 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2018
FOR
ALOURA LONDON LIMITED

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FOR THE YEAR ENDED 31 JANUARY 2018

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ALOURA LONDON LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 JANUARY 2018

DIRECTORS:

Miss E C A Hill
Miss R O'Mahony

REGISTERED OFFICE:

207 Regent Street 3rd Floor
London
W1B 3HH

REGISTERED NUMBER:

09414837 (England and Wales)

ACCOUNTANTS:

David Simon Limited
Chartered Certified Accountants
5 Jardine House
Harrobian Business Village
Bessborough Road
Harrow
Middlesex
HA1 3EX

STATEMENT OF FINANCIAL POSITION
31 JANUARY 2018

	Notes	2018 £	£	2017 £	£
FIXED ASSETS					
Intangible assets	4		14,994		14,994
Property, plant and equipment	5		<u>1,000</u>		<u>2,000</u>
			15,994		16,994
CURRENT ASSETS					
Inventories		67,966		85,857	
Debtors	6	57,117		79,907	
Cash at bank and in hand		<u>3,125</u>		<u>3,654</u>	
		128,208		169,418	
CREDITORS					
Amounts falling due within one year	7	<u>36,600</u>		<u>29,952</u>	
NET CURRENT ASSETS			<u>91,608</u>		<u>139,466</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			107,602		156,460
CREDITORS					
Amounts falling due after more than one year	8		<u>346,803</u>		<u>346,803</u>
NET LIABILITIES			<u>(239,201)</u>		<u>(190,343)</u>
CAPITAL AND RESERVES					
Called up share capital			2		2
Retained earnings			<u>(239,203)</u>		<u>(190,345)</u>
SHAREHOLDERS' FUNDS			<u>(239,201)</u>		<u>(190,343)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

STATEMENT OF FINANCIAL POSITION - continued
31 JANUARY 2018

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 18 October 2018 and were signed on its behalf by:

Miss E C A Hill - Director

Miss R O'Mahony - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2018

1. STATUTORY INFORMATION

Aloura London Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared on the going concern basis and the directors confirm their belief in the company's ability to continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

Turnover

Revenue is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Trademarks are being amortised evenly over their estimated useful life of nil years.

Website development costs are being amortised evenly over their estimated useful life of nil years.

Trademark

Trademark costs have not been amortised during the year as, in the opinion of the directors, no impairment has taken place.

Website development costs

Website development costs have not been amortised during the year as, in the opinion of the directors, no impairment has taken place.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 25% on cost

Stocks

Inventories are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was NIL (2017 - 2).

4. INTANGIBLE FIXED ASSETS

COST

At 1 February 2017
and 31 January 2018

NET BOOK VALUE

At 31 January 2018
At 31 January 2017

**Other
intangible
assets
£**

14,994

14,994

14,994

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JANUARY 2018

5. PROPERTY, PLANT AND EQUIPMENT

**Plant and
machinery
etc
£**

COST

At 1 February 2017
and 31 January 2018

4,000

DEPRECIATION

At 1 February 2017

2,000

Charge for year

1,000

At 31 January 2018

3,000

NET BOOK VALUE

At 31 January 2018

1,000

At 31 January 2017

2,000

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2018

2017

£

£

Trade debtors

7,678

1,413

Other debtors

49,439

78,494

57,117

79,907

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2018

2017

£

£

Trade creditors

3,315

10,205

Taxation and social security

3,025

4,502

Other creditors

30,260

15,245

36,600

29,952

8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

2018

2017

£

£

Other creditors

346,803

346,803

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.