

Registered number: 10887470 (England & Wales)

ALICE JEWELS LIMITED
DIRECTORS' REPORT AND UNAUDITED
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 DECEMBER 2021
Pages for Filing with Registrar



ALICE JEWELS LIMITED

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ALICE JEWELS LIMITED

COMPANY INFORMATION

Directors Alice Filipson
Gary Millner
Rudolph Livingstone-Louw

Registered number 10887470

Registered office 100 Marylebone Road
London
NW1 4QG

Accountants Lewis Golden LLP
40 Queen Anne Street
London
W1G 9EL

ALICE JEWELS LIMITED

Registered number: 10887470 (England & Wales)

**BALANCE SHEET
AS AT 31 DECEMBER 2021**

	Note	2021 £	2020 £
Fixed assets			
Intangible assets	4	3,667	4,167
Tangible assets	5	53,869	9,241
		<u>57,536</u>	<u>13,408</u>
Current assets			
Stocks		278,512	287,053
Debtors	6	26,070	124,149
Cash at bank and in hand		110,306	398,340
		<u>414,888</u>	<u>809,542</u>
Creditors: amounts falling due within one year	7	<u>(971,116)</u>	<u>(173,424)</u>
Net current (liabilities)/assets		(556,228)	636,118
Creditors: amounts falling due after more than one year	8	-	(871,082)
Net liabilities		<u>(498,692)</u>	<u>(221,556)</u>
Capital and reserves			
Called up share capital		25,000	25,000
Profit and loss account		(523,692)	(246,556)
		<u>(498,692)</u>	<u>(221,556)</u>

ALICE JEWELS LIMITED

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2021

The directors consider that the company is entitled to exemption from audit under section 477 of the Companies Act 2006 and the members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

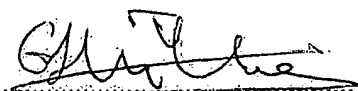
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The company has opted not to file Directors' Report and Profit and Loss Account in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:



Gary Millner
Director

Date:

22/12/2022

The notes on pages 4 to 8 form part of these financial statements.

ALICE JEWELS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. General information

Alice Jewels Limited is a private company limited by share capital, incorporated in England and Wales, registered number 10887470. The address of the registered office is 100 Marylebone Road, London NW1 4QG.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Section 1A - small entities of Financial Reporting Standard 102, 'the Financial Reporting Standard applicable in the UK and the Republic of Ireland' ('FRS 102') and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Going concern

The financial statements have been prepared on a going concern basis. The shareholders have provided notice that they will support the operational needs of the company for a period of at least twelve months from the date of the approval of the financial statements, in order to allow the company to meet its liabilities as and when they fall due unless circumstances change in a manner such as would or might no longer be open to them to continue to provide such financial support.

2.3 Turnover

Turnover is recognised to the extent that it is probable that the economic benefits will flow to the company and the turnover can be reliably measured. Turnover is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before turnover is recognised:

Sale of goods

Turnover from the sale of goods is recognised when all of the following conditions are satisfied:

- the company has transferred the significant risks and rewards of ownership to the buyer;
- the company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of turnover can be measured reliably;
- it is probable that the company will receive the consideration due under the transaction; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

2.4 Finance costs

Finance costs are charged to the Profit and Loss Account over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

2.5 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a useful life of ten years.

ALICE JEWELS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.6 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	10%
Office equipment	-	20%

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Profit and Loss Account.

2.7 Stocks

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each balance sheet date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in the Profit and Loss Account.

2.8 Debtors

Short term debtors are measured at the transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.9 Cash and cash equivalents

Cash and cash equivalents are represented by cash in hand, deposits held at call with financial institutions, and other short-term highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.10 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

ALICE JEWELS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.11 Financial instruments

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Profit and Loss Account.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 1 (2020 - 1).

4. Intangible assets

	Other intangible assets £
Cost	
At 1 January 2021	5,000
At 31 December 2021	<u>5,000</u>
Amortisation	
At 1 January 2021	833
Charge for the year	500
At 31 December 2021	<u>1,333</u>
Net book value	
At 31 December 2021	<u>3,667</u>
At 31 December 2020	<u>4,167</u>

ALICE JEWELS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

5. Tangible fixed assets

	Fixtures and fittings £	Office equipment £	Total £
Cost			
At 1 January 2021	8,820	468	9,288
Additions	48,592	-	48,592
At 31 December 2021	57,412	468	57,880
Depreciation			
At 1 January 2021	-	47	47
Charge for the year	3,917	47	3,964
At 31 December 2021	3,917	94	4,011
Net book value			
At 31 December 2021	53,495	374	53,869
At 31 December 2020	8,820	421	9,241

6. Debtors

	2021 £	2020 £
Trade debtors	6,715	5,669
Other debtors	19,355	118,480
	26,070	124,149

ALICE JEWELS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

7. Creditors: amounts falling due within one year

	2021	2020
	£	£
Bank loans	893,117	-
Trade creditors	21,946	21,654
Other taxation and social security	2,462	506
Other creditors	53,591	151,264
	<u>971,116</u>	<u>173,424</u>

8. Creditors: amounts falling due after more than one year

	2021	2020
	£	£
Bank loans	-	871,082
	<u>-</u>	<u>871,082</u>

9. Related party transactions

At the balance sheet date, the amount owed to a director was £48,451 (2020 - £146,124).