

Company No: 03579721

**Registrar of
Companies**

DESIGNER JEWELLERY DIRECT LIMITED
ABBREVIATED FINANCIAL STATEMENTS
31 May 2011

COLLINS HART
CHARTERED ACCOUNTANTS
SUTTON COLDFIELD

THURSDAY



A94 *A00RE2ZT* #86
22/12/2011
COMPANIES HOUSE

DESIGNER JEWELLERY DIRECT LIMITED

Abbreviated Balance Sheet

At 31 May 2011

	Notes	2011		2010	
		£	£	£	£
Current assets					
Debtors		7,034		3,329	
Cash at bank and in hand		50,469		50,923	
Creditors: amounts falling due within one year		57,503		54,252	
		48,189		7,415	
Net current assets			9,314		46,837
			9,314		46,837
Capital and reserves					
Called up share capital	2		100		100
Profit and loss account			9,214		46,737
Shareholders' funds			9,314		46,837

The directors are satisfied that the company was entitled to exemption under section 477 of the Companies Act 2006 and that no member or members have requested an audit in accordance with section 476

The directors acknowledge their responsibilities for

- i ensuring that the company keeps accounting records which comply the section 386, and
- ii preparing accounts which give a true and fair view of the state of affairs of the company at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 396, and which otherwise comply with the requirements of this Act relating to accounts so far as applicable to the company

The financial statements have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies subject to the small companies regime, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the board on 24 October 2011.

On behalf of the board

T J Vann

Mrs A Whitaker

Directors

The notes on page 2 form part of these financial statements

DESIGNER JEWELLERY DIRECT LIMITED

Notes to the Abbreviated Financial Statements

As at 31 May 2011

1 Accounting Policies

Accounting convention

These financial statements are prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents amounts receivable for goods and services provided in the period net of VAT and trade discounts.

Deferred taxation

Provision is made for deferred taxation using the liability method on all timing differences that have originated but not reversed by the balance sheet date.

2 Called up share capital

Authorised

100 Ordinary shares of £1 each

Allotted, called up and fully paid

100 Ordinary shares of £1 each

2011
£

100

100

2010
£

100

100

3 Related party transactions

During the period the company was involved in transactions with Gem Order Ltd a company in which Mr T J Vann and Mrs A Whitaker are also directors and shareholders and in which Mr T J Vann has a controlling interest. The amount owing to Gem Order Ltd at the year end was £43,404 (2010-£3,329 owing from Gem Order Ltd) and is included in trade creditor