

# Defining History One Party at a Time!

From basement beginnings to becoming the world's largest sterling silver home party company, Silpada Designs has come a long way. A passion to help women look and feel their best, combined with a love for sterling silver jewellery, has taken Silpada Designs Co-founders Bonnie Kelly and Teresa Walsh on a journey they never imagined.

1985

Pre-Silpada

- ▶ Bonnie and Teresa meet and become best friends when the oldest of their three children start school.

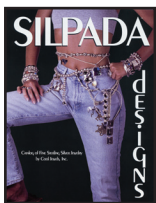
1993-1997

Pre-Silpada



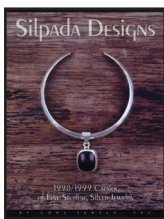
- ▶ Bonnie and Teresa each take \$25 (£16) from their grocery money to start Cool Jewels. For each of the next five years, Bonnie and Teresa average 125 parties and \$175,000 (approx. £108,400) in sales.

1997



- ▶ Bonnie, Teresa and Bonnie's husband, Jerry Kelly, launch Silpada Designs. The first catalogue featured more than 275 sterling silver jewellery designs and was photographed in the Kellys' home basement.
- ▶ 14 women sign on as the first independent Silpada Designs sales representatives.

1998



- ▶ Silpada begins designing and manufacturing its own line of handcrafted sterling silver jewellery and begins introducing 125-150 exclusive designs annually.

2000



- ▶ Silpada sends three representatives on its first incentive trip, an expense-paid cruise to the Bahamas!
- ▶ Retail sales surpass \$1 million (£619,600).

2002



- ▶ 1,486 square metres Silpada Designs corporate headquarters and distribution centre opens to support record growth.
- ▶ Silpada's jewellery line expands to more than 450 designs, featuring sterling silver and semiprecious stones.

2004



- ▶ Retail sales exceed \$50 million (approx. £30,981,000). Silpada Designs is recognized as the largest direct seller and one of the top retailers of sterling silver jewellery in the United States.
- ▶ Silpada Designs partners with the Juvenile Diabetes Research Foundation (JDRF), establishing a national Polishing Off Juvenile Diabetes fundraising campaign.

2005



- ▶ Silpada Designs moves to a new, 11,148 square metres corporate office and distribution centre in Lenexa, Kan.

2006



- ▶ In less than two years, Silpada and its representatives raise more than \$325,000 for JDRF (approx. £201,115).



2007



- ▶ With more than 17,000 independent representatives and retail sales of nearly \$190 million (approx. £116,861,000), Silpada Designs launches a national advertising and public relations campaign.

- ▶ Silpada acquires an adjoining 23,226 square metres distribution centre, establishing a corporate campus of more than 34,400 square metres.

- ▶ Silpada celebrates its 10<sup>th</sup> anniversary.



2008



- ▶ In April 2008, Silpada opens its first international venture in Canada.

2010



- ▶ In April 2010, Silpada launches in the United Kingdom.
- ▶ On 28 July 2010, Avon Products, Inc. acquires Silpada Designs, complementing its beauty and cosmetics line and further enabling Silpada to reach women across the globe for decades to come.

2011 **SILPADA**<sup>®</sup>  
FOUNDATION

- ▶ In July 2011, Silpada launches the *Silpada Foundation*. The foundation will benefit carefully selected charities that embody Silpada's mission, and is funded by the sales of the Silpada Polishing Cloth and *Silpada Foundation* jewellery.

▶ **SILPADA**<sup>®</sup>  
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