



Silpada Designs Fact Sheet



“When we started Silpada Designs in 1997, all we had was a big idea, a deep passion for sterling silver jewelry, and a friendship that was stronger than steel.”

—Bonnie Kelly & Teresa Walsh, Co-founders, Silpada Designs

COMPANY

- › Silpada Designs is the world's largest sterling silver jewelry home party company with operations in the United States, Canada and the United Kingdom.
- › Silpada Designs, a company built by women, for women, was founded in 1997 by Bonnie Kelly and Teresa Walsh. Kelly and Walsh were both stay-at-home moms who discovered they could turn their love of jewelry and knack for styling their friends into a successful business. Together they have turned a basement-born business into a thriving international company with millions of customers.
- › In April 2008, Silpada opened its first international venture in Canada. In April 2010, Silpada launched in the United Kingdom.
- › On July 28, 2010, Avon Products, Inc. acquired Silpada Designs, complementing its beauty and cosmetics line and further enabling Silpada to reach women across the globe for decades to come.
- › Silpada is sold by more than 33,000 independent representatives throughout the United States, Canada and the United Kingdom, who bring the jewelry boutique to your home.
- › Silpada is a member of the Direct Selling Association, which ensures its members are committed to ethical business practices and consumer service.
- › Silpada's international headquarters are located in Lenexa, Kan.

HANDCRAFTED STERLING SILVER JEWELRY

- › Silpada Designs' jewelry appeals to women of all ages and walks of life. At a Silpada party there's something for everyone! Jewelry prices range from \$14 to \$349, with the average piece of jewelry priced at \$85.
- › More than 150 items in Silpada's catalog are less than \$50—making Silpada an ideal, affordable luxury.
- › Silpada jewelry is handcrafted with .925 sterling silver complemented by natural materials, such as semiprecious stones, rich woods and leather.
- › On average, each piece of Silpada jewelry has been touched by six to eight skilled artisans.
- › Silpada has always been committed to offering the highest quality jewelry. Confidence in our product is illustrated by a lifetime guarantee on our jewelry against manufacturing defects.
- › Seasons come and go, but Silpada's hip-classic® jewelry will stay on-trend and last a lifetime. Silpada's star appeal has reached some of Hollywood's hottest celebs like: Rachael Ray, Maria Menounos, Jennifer Love Hewitt and Hayden Panettiere.

BUSINESS OPPORTUNITY

- › Silpada Designs offers an unmatched business opportunity for women to succeed and define their own level of success—a career choice where you can be your own boss, create your own hours and enjoy unlimited earning potential.
- › Being a Silpada representative means being a stylist, party planner and savvy business woman, all while managing a flexible schedule and earning a great paycheck.
- › Silpada has one of the highest party sales averages and one of the most lucrative compensation plans in the direct sales industry.
 - Silpada's average party sales are \$1,000.
 - On a \$1,000 party, which only requires approximately three to four hours of work, a representative earns \$300, equaling 30 percent commission of total jewelry sales.
- › Silpada representatives choose how much they initially invest in their business and carry no inventory. In addition, there are no sales quotas.

SILPADA FOUNDATION

- › The true spirit of Silpada Designs has always been one of giving. To further Silpada's mission of empowering women to better themselves, design the life of their dreams and live life in *style*™, the *Silpada Foundation* was established in July 2011.
- › The goal of the foundation is to inspire positive change for the causes that matter most to Silpada women.
- › Funding for the foundation is generated by the sales of the Silpada Polishing Cloth and *Silpada Foundation* jewelry. For more information visit silpadafoundation.org.

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