

# welcome to...

# BEDAZZLE BEADS

In each issue we'll be hearing all about one of our favourite shops. Read on to learn more about Bedazzle Beads

**A**ny birthday is a celebration, but for a family-run business reaching the age of two in this financial climate is a great achievement – especially when apparently some people consider beads to be a non-essential!

Bedazzle Beads have been busy, steadily growing and building their customer base, and we hope they'll be around to celebrate many more birthdays.

**I know you have just celebrated your 2nd birthday but can you tell us a bit about the business and its history and what you're up to now?**

Bedazzle Beads which is owned and run by Lisa & Richard Jagger, opened its doors in January 2008 with the aim of supplying excellent value jewellery-making supplies for beginners to intermediate.

Lisa actually started making jewellery in February 2006 with lots of friends and relatives loving her designs and she soon started to sell her work by hosting jewellery parties at friends' houses. By August 2006, we had started selling a few beads on eBay, which sold really well. We placed an order with our supplier with the sole purpose of reselling

the stock online, and again Lisa's choices were proving to be very popular in the marketplace. We continued selling on eBay until June 2009, where we decided to concentrate on building our shop business and website.

By March 2008, Bedazzle Beads had become VAT registered and in November 2008, we set up the Bedazzle Beads

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website with Richard doing the web design and promotions for the store.

In January 2008 Bedazzle Beads opened its store to the public; in November 2009 we became a Limited Company.

**Is there anything in particular that you specialise in?** Our speciality is the beads we supply, as we look to find different, unusual and funky beads from our suppliers. Most of the beads we sell are glass but we are now experimenting

with new acrylic beads, which our customers love!

We also offer a small selection of beading magazines and books for plenty of inspiration throughout the year.

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**Do you run any classes?** Lisa teaches jewellery-making workshops up to 5 persons at a time, from our store in Heckmondwike.

These run throughout the year with a mix of “stay and make sessions” and regular beginners' classes.

We also run a new beading project each month, on a Sunday morning (11am), so if you want to learn a new style, or a new technique, then these classes will be for you!



Finding the right premises was the first hurdle but paid off when they found the perfect workshop



### What hurdles have you had to overcome to get where you are now?

One of the biggest hurdles we had when we first decided to open premises was finding the right place and of course getting people through the door!

After a lot of searching, we decided on the beautiful building we are now in and we get so many compliments about the style and look of the building, as many people think it is a large barn conversion or a big house, rather than the workshop that it is!

“ Our speciality is the beads we supply, as we look to find different, unusual and funky beads from our suppliers ”

We are set on the quiet Ponderosa Business Park, with tons of free secure parking (which was one of the things we wanted, to allow people to visit us without worrying about parking tickets, or watching the time, so they can have the customer service that they require).

Our other worry at that time, not being on the high street, was how people would be able to find our store. We tackled this through advertising with

Bead and also on our website, where we have good, detailed instructions on how to find us, for those wishing to visit our store.

### Do you have any accomplishments you're particularly proud of?

Seeing the business go from strength to strength has been a massive ego boost for both of us. Richard has Crohn's disease, which unfortunately forced him to do nothing but rest from February to June of 2009, and is extremely proud of Lisa for

keeping the business going single-handedly during this period. Not a very easy thing to do, with the amount of work involved in running the day-to-day activities and teaching that we had booked during this time.

### Do you have any particular plans for the future?

Our brand new 2010 stock will by now be available both in our shop and on the website. **B**

Lisa began making jewellery in 2006 and just 3 years on the shop was open to the public

### visit them

You can visit the shop at Unit 11G Ponderosa Business Park, off Smithies Lane, Heckmondwike, West Yorkshire WF16 0PR.

#### THEIR OPENING HOURS ARE:

- Monday, Tuesday, Thursday, Friday and Saturday: 10am–4pm
- Sunday: 11am–3pm
- Closed on Wednesdays

You can visit their website at [www.bedazzlebeads.co.uk](http://www.bedazzlebeads.co.uk) or contact them on [sales@bedazzlebeads.co.uk](mailto:sales@bedazzlebeads.co.uk) or call the shop on 01924 408273

