

SECRETS
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Franchise Prospectus



Background

The first SECRETS store opened in the boutique area of Noosa, Australia in April 2000. SECRETS was originally the brainchild of Jane Meredith and Dietmar Gorlich who have a long pedigree in the high end diamond industry. With a strong appreciation of the sense of radiance and sophistication enjoyed by women who wore beautiful designer jewellery, they were determined to find a way to make that 'feel good' factor available to everyone, by providing exquisite jewellery at an affordable price. Through delivering on that commitment the concept of SECRETS was created.

SECRETS has grown rapidly throughout Australia and New Zealand, with over 20 franchise stores successfully trading.



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The SECRETS concept

The concept of the perfect diamond simulant set in beautiful solid gold jewellery, displayed in a minimalist style, has proven to be a winning combination. SECRETS diamond simulants retain their flawless beauty for a lifetime. Jewellers and gemmologists have agreed that using the naked eye they cannot tell SECRETS diamond simulants from naturally formed diamonds.

SECRETS jewellery is crafted in solid 14ct gold with both classic and modern designs reflecting global fashion trends. We are constantly researching and introducing new designs, while retaining our extremely collectable and much-loved classics.

At SECRETS you'll find stunningly beautiful jewellery featuring the world's most perfect diamond simulant.

The SECRETS three C's

Cut, Colour and Clarity

- Cut Our stones exceed CIA accepted ideal cutting tolerances, ensuring our diamond simulants are the world's most perfect
- Colour Our stones are the equivalent of D or E on the GIA accepted diamond colour scale. (D is the top of the scale)
- Clarity Our stones yield a clarity of 'F' (flawless) which gives the best clarity, giving SECRETS customers the most beautiful stones

Our Fourth C: Cost

- Cost SECRETS jewellery is amazingly priced making it a truly affordable luxury brand.

About our Jewellery

SECRETS simulated diamonds are developed in state of the art laboratories under precise conditions. The manufacturing process delivers a stone with a similar refractive index to a natural diamond. With a hardness of 8.5 Mohs, SECRETS diamond simulants have the ability to cut glass, as do natural diamonds which possess a hardness of 10 on the same scale.

Only the most perfect raw material is selected which is then cut according to the ideal proportions demanded of the finest diamond cutters. Our stones are of unsurpassed quality and carry a lifetime guarantee on their fire and brilliance.

SECRETS jewellery is designed and made by a team of highly skilled craftsmen. Made to exacting standards, SECRETS jewellery reflects the quality demanded by the fine diamond industry.

SECRETS is where technology, craftsmanship and affordable luxury come together to create stunningly beautiful jewellery pieces.

SECRETS diamond simulants look and behave exactly like a natural diamond. SECRETS diamond simulants retain their flawless beauty forever.

When customers wear SECRETS jewellery they experience the radiance, joy and confidence that comes from wearing finely crafted designer jewellery that's both extremely glamorous and now very affordable.



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SECRETS Franchise System

The best kept secret in the jewellery industry has finally arrived...

At SECRETS we have combined our considerable skills, resources and experience to offer the unique SECRETS concept to individuals who recognise an exciting and rewarding retail opportunity.

If you have reached this stage it is likely that you are already familiar with our brand and will have witnessed our exceptional in-store experience. Although SECRETS is a familiar retail operation, it is the philosophy standing firmly behind this which makes it world-class. Our franchise owners will possess the skills and experience to run a profitable business and also the personal qualities and behaviours that coincide with our culture. The 'DNA' of SECRETS is what makes it an outstanding success and we will recruit only outstanding applicants to be a part of our team.



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Benefits of the Franchise system

- Exquisite jewellery supplied exclusively by SECRETS
- Proven business concept
- Excellent gross margin
- Strength of brand recognised by customers and landlords
- Small retail space requirement
- Elegant and sophisticated yet modern store design
- Simple and affordable set up costs and operation

Training

This is the pivotal element for any franchise and is so vital to the success of SECRETS that we invest heavily in training you to the required standard. This includes the shop floor experience as well as the store operations. Whilst no previous industry experience is required it is expected that a successful candidate will take necessary advice and training on the overall operations of a small business at their own time and expense.

Site selection and fit out

Our experience and uncompromising approach to selecting and securing the right site, negotiating the lease and planning the design and fit out will ensure you open your new business with your focus entirely on your customer.

Ongoing support

The SECRETS team is devoted and dedicated to your support throughout the opening process and the months that follow. Ensuring you have whatever you need to operate your business successfully is part of our commitment to you.

Marketing and Advertising

The National Marketing Fund is established to maintain the luxury branding presence we enjoy throughout Australia and New Zealand and promote the ongoing marketing programme. Local advertising is also encouraged as you develop a relationship and reputation within your area.

Public Relations

SECRETS enjoys the benefits of a dedicated PR company which operates on a national and local level to maintain a presence in all levels of media.

Getting started

1. Initial franchise fee - \$50k for 5 year term
2. Fit out
3. Stock
4. Goodwill (if purchasing an existing business)
5. Ongoing Royalty and Marketing fees payable weekly

How to Apply

Next Steps

- Complete an Assessment of Suitability – this can be downloaded from our website or emailed to you
- Complete a Deed of Confidentiality
- Complete a formal application which will require financial declarations
- A meeting will be required between the Directors of SECRETS and all parties planning to become the franchisee



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