

Companies House  
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ANNUAL ACCOUNTS  
DIESEL (LONDON) LIMITED  
31 DECEMBER 2017  
COMPANY NUMBER 03005257

THURSDAY



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COMPANIES HOUSE

Registered number: 03005257

**Diesel (London) Limited**  
**Report and financial statements**  
**For the year ended 31 December 2017**

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**Diesel (London) Limited**

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**Company Information**

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**Directors** J Hewlett  
N Marzano (appointed 19 December 2017)

**Company secretary** A Hargreaves

**Registered number** 03005257

**Registered office** 55 Argyle Street  
London  
WC1H 8EE

**Independent auditors** Ernst & Young LLP  
1 More London Place  
London  
SE1 2AF

**Solicitors** Brecher  
4th Floor  
64th North Row  
London  
W1K 7DA

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**Diesel (London) Limited**

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**Diesel (London) Limited**

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**Strategic report  
For the year ended 31 December 2017**

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The directors present their report and the financial statements for the year ended 31 December 2017.

**Principal activities and business review**

The principal activity of the company during the year continued to be that of a clothing distributor and retailer.

The company's key financial performance indicators during the year were as follows:

	2017	2016	Variance
	£000	£000	%
Turnover	46,559	46,051	1
Operating profit/(loss)	1,010	(2,944)	134
Profit /(loss) after tax	1,175	(2,684)	144
Shareholders' funds	9,288	8,114	14
Current assets as percentage of current liabilities	166%	130%	36
Average number of employees	295	369	(25)

The trading conditions in the UK continue to be challenging however the Company recorded an increase in turnover for the year of approximately £0.5 million. The wholesale business division registered a fall in sales of £0.8M, or 6%, mostly driven by brand repositioning. The retail business division showed an increase of £0.1M, or 1%, thanks to new openings in the prior year. The outlet business division registered an increase of £0.9M, or 11%, driven by the new openings, relocations and refurbishments implemented in the prior year.

As a result of these challenges, operating profit is £1 million.

The profit after tax is £1.2 million.

During 2017 no dividends have been paid to Shareholders.

During 2017, the Company maintained its strong record of controlling liquidity with continued improvements in day's sales outstanding and net current assets. Inventory was generally constant, but effective stock management continued with reduced levels of shrinkage in the retail business and reduced amount of the remainder of stock sold.

All head office employees participate in the profit share scheme, based on the profit for the year and the positive results throughout the group, management and company bonuses are expected to be paid in April 2018.

Average employee numbers for 2017 are 295, driven by closures and relocations in retail divisions.

In 2013, the company established a Branch in Ireland from which the company operates an Outlet in Kildare. The Irish Branch is included within the Diesel (London) Limited results.

**Strategic report (continued)**  
**For the year ended 31 December 2017**

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**Principal risks and uncertainties**

The directors and senior management formally review risks and opportunities at least quarterly. Regular commercial meetings are held with divisional heads to assess the trading position at that time and the likely full year result. Daily and weekly key performance indicators are published and reviewed by relevant staff to monitor trading and detailed, formal and comprehensive forecasting takes place on a regular basis.

The principal risks are related to the company's ability to distribute Diesel brands successfully in the UK and the Republic of Ireland, achieving profitable brand positioning and distribution via its wholesale and retail distribution channels in the context of a very competitive and dynamic retail industry. This can be achieved by maximising brand fit sales and through cost control.

The company anticipates no significant risk associated with interest or exchange rates volatility. The company has minimal exposure to price, credit, liquidity and cash flow risks because these are managed centrally by the Diesel group.

Foreign currency cash flows are broadly self-hedging and the company is forecast to retain net liquid funds for the foreseeable future. Insurance policies are retained to cover the eventuality of significant business interruption.

This report was approved and authorised for issue by the board on 9 March 2018 and were signed on its behalf.

  
J Hewlett  
Director

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## **Diesel (London) Limited**

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### **Directors' report For the year ended 31 December 2017**

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The directors present their report and the financial statements for the year ended 31 December 2017.

#### **Results and dividends**

The profit for the year, after taxation, amounted to £1,174,600 (2016 - loss £2,683,835).

A dividend of £4,000,000 to Diesel S.P.A. has been proposed for 2018, £400,000 to be paid by 30 June 2018 & £3,600,000 to be paid by 31 December 2018.

#### **Directors**

The directors who served during the year were:

J Hewlett (appointed 1 October 2016)  
N Marzano (appointed 19 December 2017)  
A Bogliolo (appointed 11 March 2014, resigned 22 September 2017)  
P Rosato (appointed 11 March 2014, resigned 25 September 2017)  
R Stilli (appointed 25 September 2017, resigned 18 December 2017)

#### **Going concern**

The directors of the Company have reviewed future trading performance expectations as outlined above. Sales are anticipated to stabilize or decline in line with the repositioning of the brand in the market place, however with historically consistent margins and a stable cost base. After reviewing all areas of the business for 2017 and budget for 2018 the directors of the company are satisfied that the financial statements have been prepared on a going concern basis.

#### **Future developments**

Forecasts for 2018 and beyond have been prepared with the strategic objectives re-positioning the brand at a more premium level, which will involve reducing turnover from high-volume but poorer image accounts in the wholesale division.

The retail business is forecast to grow thanks to the recent new openings and relocations and by finding new avenues to improve the customer experience.

The wholesale business is forecast to remain stable in 2018 after three years of continuing decrease due to the strategic re-positioning. Attention remains focused on developing relationships with existing and new customers whilst minimising financial risk through ongoing review of the credit worthiness of customers and by revisiting terms and conditions of trade. Risk is mitigated wherever possible through credit insurance, retention of title clauses and the use of staged payments. The company maintains a diversified portfolio of wholesale customers in order to avoid over dependence on any sole customer.

Overheads remain a significant part of the costs of the company. Key elements within this are property rents and personnel costs. The use of space in the business is continually under review with the objective of maximising sales per square metre and minimising non sales related areas. Budgets and forecasts have been prepared taking into account the risk of increases in fixed costs. As described above, the company has developed various key measures of success and, wherever practicable, staff members are incentivised using these criteria. Contracts for the supply of other overhead costs are reviewed and negotiated on a regular basis.

**Directors' report (continued)**  
**For the year ended 31 December 2017**

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**Employee involvement**

The company has continued its policy of providing employees with information about the company through the deployment of the employee communications group named Talk@Diesel.com in which employees are encouraged to present their suggestions and views on the company's performance and activities. Regular meetings are held at department level to allow a free flow of information, ideas and feedback. Company wide team strategy meetings are held quarterly to inform the employees of company performance. Employees participate directly in the success of the business through the company's profit share scheme.

**Disabled employees**

The company gives full consideration to applications for employment from disabled persons where the requirements of the job can be adequately fulfilled by a handicapped or disabled person. Where existing employees become disabled, it is the company's policy wherever practicable to provide continuing employment under normal terms and conditions and to provide training and career development and promotion to disabled employees wherever appropriate.

**Disclosure of information to auditors**

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

**Post balance sheet events**

There have been no significant events affecting the Company since the year end.

**Auditors**

The auditors, Ernst & Young LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 9 March 2018 and signed on its behalf.

  
J Hewlett  
Director



**Directors' responsibilities statement  
For the year ended 31 December 2017**

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The directors are responsible for preparing the Strategic report, the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 101 'Reduced Disclosure Framework'. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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## **Independent auditors' report to the members of Diesel (London) Limited**

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### **Opinion**

We have audited the financial statements of Diesel (London) Limited (the 'Company') for the year ended 31 December 2017, which comprise the Income statement, the Statement of other comprehensive income, the Balance sheet, the Statement of changes in equity and the related notes 1 to 24. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 101 'Reduced Disclosure Framework'.

In our opinion the financial statements:

- give a true and fair view of the state of the Company's affairs as at 31 December 2017 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### **Other information**

The directors are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a

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**Independent auditors' report to the members of Diesel (London) Limited (continued)**

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material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic report and the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic report and the Directors' report have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic report or the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**Responsibilities of directors**

As explained more fully in the Directors' responsibilities statement on page 5, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

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## **Independent auditors' report to the members of Diesel (London) Limited (continued)**

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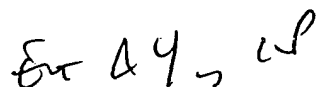
### **Auditors' responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' report.

### **Use of our report**

This report is made solely to the Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Gordon Cullen (Senior statutory auditor)  
for and on behalf of  
**Ernst & Young LLP**  
Statutory Auditor  
London  
Date:

**09 APR 2018**

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**Diesel (London) Limited**

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**Income statement**  
**For the year ended 31 December 2017**

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	Note	2017 £	2016 £
Turnover	3	46,558,977	46,050,585
Cost of sales		(15,330,064)	(18,625,546)
<b>Gross profit</b>		<b>31,228,913</b>	<b>27,425,039</b>
Distribution costs		(16,921,798)	(17,119,509)
Administrative expenses		(13,297,512)	(13,249,562)
<b>Operating profit/(loss)</b>	4	<b>1,009,603</b>	<b>(2,944,032)</b>
Interest receivable and similar income	8	-	4,975
Interest payable and similar charges	9	(8,341)	(36,507)
<b>Profit/(Loss) on ordinary activities before taxation</b>		<b>1,001,262</b>	<b>(2,975,564)</b>
Taxation on loss on ordinary activities	10	173,338	291,729
<b>Profit/(Loss) for the year</b>		<b>1,174,600</b>	<b>(2,683,835)</b>

The notes on pages 13 to 27 form part of these financial statements.

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**Diesel (London) Limited**

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**Statement of comprehensive income**  
**For the year ended 31 December 2017**


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	Note	2017 £	2016 £
Profit/(loss) for the financial year		<u>1,174,600</u>	<u>(2,683,835)</u>
<b>Total comprehensive income/(expense) for the year</b>		<u><u>1,174,600</u></u>	<u><u>(2,683,835)</u></u>

**Balance sheet**  
**As at 31 December 2017**

	Note	2017 £	2016 £
<b>Fixed assets</b>			
Tangible assets	11	4,756,486	6,213,167
		<u>4,756,486</u>	<u>6,213,167</u>
<b>Current assets</b>			
Stocks	12	3,818,872	6,254,326
Debtors: amounts falling due after more than one year	13	289,194	291,178
Debtors: amounts falling due within one year	13	10,547,323	7,243,038
Cash at bank and in hand	14	1,429,904	1,345,042
		<u>16,085,293</u>	<u>15,133,584</u>
Creditors: amounts falling due within one year	15	(9,696,199)	(11,679,660)
<b>Net current assets</b>		<u>6,389,094</u>	<u>3,453,924</u>
<b>Total assets less current liabilities</b>		<u>11,145,580</u>	<u>9,667,091</u>
<b>Provisions for liabilities</b>			
Other provisions	17	(1,857,290)	(1,553,401)
		<u>(1,857,290)</u>	<u>(1,553,401)</u>
<b>Net assets</b>		<u>9,288,290</u>	<u>8,113,690</u>
<b>Capital and reserves</b>			
Called up share capital	19	700,000	700,000
Profit and loss account		8,588,290	7,413,690
		<u>9,288,290</u>	<u>8,113,690</u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

9th March 2018  
  
J Hewlett  
Director

The notes on pages 13 to 27 form part of these financial statements.

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**Diesel (London) Limited**

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**Statement of changes in equity  
For the year ended 31 December 2017**

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	Called up share capital £	Profit and loss account £	Total equity £
At 1 January 2017	700,000	7,413,690	8,113,690
<b>Comprehensive income/(expense) for the year</b>			
Profit for the year	-	1,174,600	1,174,600
<b>Other comprehensive income/(expense) for the year</b>	-	-	-
<b>Total comprehensive income/(expense) for the year</b>	-	1,174,600	1,174,600
<b>At 31 December 2017</b>	<u>700,000</u>	<u>8,588,290</u>	<u>9,288,290</u>

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**Statement of changes in equity  
For the year ended 31 December 2016**

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	Called up share capital £	Profit and loss account £	Total equity £
At 1 January 2016	700,000	10,097,525	10,797,525
<b>Comprehensive income/(expense) for the year</b>			
Loss for the year	-	(2,683,835)	(2,683,835)
<b>Other comprehensive income/(expense) for the year</b>	-	-	-
<b>Total comprehensive income/(expense) for the year</b>	-	(2,683,835)	(2,683,835)
<b>At 31 December 2016</b>	<u>700,000</u>	<u>7,413,690</u>	<u>8,113,690</u>

The notes on pages 13 to 27 form part of these financial statements.



**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**1. Accounting policies**

**1.1 Basis of preparation of financial statements**

The financial statements of Diesel (London) Limited for the year ended 31 December 2017 were authorised for issue by the board of directors on 9 March 2018 and the balance sheet was signed on the board's behalf by J Hewlett. Diesel (London) Limited is incorporated and domiciled in England.

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 101 'Reduced Disclosure Framework' and the Companies Act 2006. The company's financial statements are presented in Sterling.

The preparation of financial statements in compliance with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the company's accounting policies (see note 2).

The following principal accounting policies have been applied:

**1.2 Financial reporting standard 101 - reduced disclosure exemptions**

The company has taken advantage of the following disclosure exemptions under FRS 101:

- the requirements of IFRS 7 Financial Instruments: Disclosures
- the requirements of paragraph 91-99 of IFRS 13 Fair Value Measurement
- the requirement in paragraph 38 of IAS 1 'Presentation of Financial Statements' to present comparative information in respect of:
  - paragraph 79(a)(iv) of IAS 1;
  - paragraph 73(e) of IAS 16 Property, Plant and Equipment;
- the requirements of paragraph 10(d), 10(f), 16, 38A, 38B, 38C, 38D, 40A, 40B, 40C, 40D, 111 and 134-136 of IAS 1 Presentation of Financial Statements
- the requirements of IAS 7 Statement of Cash Flows
- the requirements of paragraph 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors
- the requirements of paragraph 17 of IAS 24 Related Party Disclosures
- the requirements in IAS 24 Related Party Disclosures to disclose related party transactions entered into between two or more members of a group, provided that any subsidiary which is a party to the transaction is wholly owned by such a member
- the requirements of paragraph 134(d)-134(f) and 135(c)-135(e) of IAS 36 Impairment of Assets

**1.3 Going concern**

The directors of the Company have reviewed future trading performance expectations as outlined above. Sales are anticipated to stabilize or decline in line with the repositioning of the brand in the market place, however with historically consistent margins and a stable cost base. After reviewing all areas of the business for 2017 and budget for 2018 the directors of the company are satisfied that the financial statements have been prepared on a going concern basis. OTB SpA, the ultimate parent company of Diesel (London) Limited have pledged financial support to Diesel (London) Limited to assist in meeting liabilities as and when they fall due.

**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**1. Accounting policies (continued)**

**1.4 Revenue**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

*Sale of goods*

Revenue from the sale of goods is recognised when all of the following conditions are satisfied:

- the Company has transferred the significant risks and rewards of ownership to the buyer;
- the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the transaction and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

**1.5 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

The Company adds to the carrying amount of an item of fixed assets the cost of replacing part of such an item when that cost is incurred, if the replacement part is expected to provide incremental future benefits to the Company. The carrying amount of the replaced part is derecognised. Repairs and maintenance are charged to profit or loss during the period in which they are incurred.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Short leasehold improvements	- 10% per annum
Motor vehicles	- 25% per annum
Fixtures & fittings - concessions	- 33% per annum
Fixtures & fittings - standalone stores	- 20% per annum
Computer and electrical equipment	- 20-33% per annum

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Income statement.

**1.6 Operating leases: Lessee**

Rentals paid under operating leases are charged to the profit or loss on a straight line basis over the period of the lease.

**1. Accounting policies (continued)**

**1.7 Stocks**

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each balance sheet date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

**1.8 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**1.9 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

**Notes to the financial statements  
For the year ended 31 December 2017**

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**1. Accounting policies (continued)**

**1.10 Financial instruments**

The Company recognises financial instruments when it becomes a party to the contractual arrangements of the instrument. Financial instruments are de-recognised when they are discharged or when the contractual terms expire. The Company's accounting policies in respect of financial instruments transactions are explained below:

**Financial assets**

The Company classifies all of its financial assets as loans and receivables.

**Loans and receivables**

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers (e.g. trade receivables), but also incorporate other types of contractual monetary asset. They are initially recognised at fair value plus transaction costs that are directly attributable to their acquisition or issue, and are subsequently carried at amortised cost using the effective interest rate method, less provision for impairment.

Impairment provisions are recognised when there is objective evidence (such as significant financial difficulties on the part of the counterparty or default or significant delay in payment) that the Company will be unable to collect all of the amounts due under the terms receivable, the amount of such a provision being the difference between the net carrying amount and the present value of the future expected cash flows associated with the impaired receivable. For trade receivables, which are reported net, such provisions are recorded in a separate allowance account with the loss being recognised within administrative expenses in the Income statement. On confirmation that the trade receivable will not be collected, the gross carrying value of the asset is written off against the associated provision.

**Financial liabilities**

The Company classifies all of its financial liabilities as liabilities at amortised cost.

**At amortised cost**

Financial liabilities at amortised cost including bank borrowings are initially recognised at fair value net of any transaction costs directly attributable to the issue of the instrument. Such interest bearing liabilities are subsequently measured at amortised cost using the effective interest rate method, which ensures that any interest expense over the period to repayment is at a constant rate on the balance of the liability carried into the Balance sheet.

**1.11 Creditors**

Creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers.

Creditors are recognised initially at fair value and subsequently measures at amortised cost using the effective interest method.

**Notes to the financial statements  
For the year ended 31 December 2017**

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**1. Accounting policies (continued)**

**1.12 Foreign currency translation**

**Functional and presentation currency**

The Company's functional and presentational currency is GBP.

**Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Income statement except when deferred in other comprehensive income as qualifying cash flow hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Income statement within 'finance income or costs'. All other foreign exchange gains and losses are presented in the Income statement within 'other operating income'.

**1.13 Finance costs**

Finance costs are charged to the Income statement over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

**1.14 Pensions**

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Income statement when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

**1.15 Interest income**

Interest income is recognised in the Income statement using the effective interest method.

**Notes to the financial statements  
For the year ended 31 December 2017**

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**1. Accounting policies (continued)**

**1.16 Provisions for liabilities**

Provisions are made where an event has taken place that gives the Company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to the Income statement in the year that the Company becomes aware of the obligation, and are measured at the best estimate at the Balance sheet date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the Balance sheet.

**1.17 Current and deferred taxation**

The tax expense for the year comprises current and deferred tax. Tax is recognised in the Income statement, except that a change attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**2. Judgments in applying accounting policies and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for revenues and expenses during the year. However, the nature of estimation means that actual outcomes could differ from those estimates. The following judgements (apart from those involving estimates) have had the most significant effect on amounts recognised in the financial statements:

**Dilapidations**

The dilapidations provision represents the directors' estimate of amounts potentially due in respect of dilapidations to leased properties occupied by the company. The provision is expected to be utilised in line with expiration of the applicable operating leases.

**Onerous Leases**

The provision for onerous contracts, relating to the Nottingham, Manchester, Kildare, Birmingham and Glasgow stores, is recognised when the expected benefits to be derived by the Company from contracts are lower than the unavoidable costs of meeting its obligations under the contracts.

**3. Turnover**

Turnover represents sales to customers stated net of VAT.

An analysis of turnover by class of business is as follows:

	2017 £	2016 £
Sale of goods	46,558,977	46,050,585
	<u>46,558,977</u>	<u>46,050,585</u>

The turnover and profit before taxation is attributable to the distribution and sale of clothing and fashion accessories within the United Kingdom and the Republic of Ireland in respect of continuing activities.

**4. Operating profit/(loss)**

The operating profit/(loss) is stated after charging:

	2017 £	2016 £
Depreciation of tangible fixed assets	709,046	533,176
Defined contribution pension cost	142,436	153,825
	<u>851,482</u>	<u>687,001</u>
Operating lease payments	<u>2,187,300</u>	<u>1,790,465</u>

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**Diesel (London) Limited**

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**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**5. Auditors' remuneration**

The company paid the following amounts to its auditors in respect of the audit of the financial statements and for other services provided to the Company:

	2017 £	2016 £
Fees for the audit of the Company	25,000	30,000
	<u>25,000</u>	<u>30,000</u>

The company has taken advantage of the exemption not to disclose amounts paid for non audit services as these are disclosed in the group accounts of the parent company.

**6. Employees**

Staff costs, including directors' remuneration, were as follows:

	2017 £	2016 £
Wages and salaries	7,225,100	7,887,886
Social security costs	548,894	624,883
Cost of defined contribution scheme	142,436	153,825
	<u>7,916,430</u>	<u>8,666,594</u>

The average monthly number of employees, including the directors, during the year was as follows:

	2017 No.	2016 No.
Warehouse and sales	260	330
Administration	35	39
	<u>295</u>	<u>369</u>



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**Diesel (London) Limited**

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**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**7. Directors' remuneration**

	2017 £	2016 £
Directors' emoluments	-	61,193
Company contributions to defined contribution pension schemes	-	6,000
	<u>-</u>	<u>67,193</u>

During the year retirement benefits were accruing to no directors (2016 - 1) in respect of defined contribution pension schemes.

In 2017, all directors (2016: 1 director) were remunerated by other group companies for their services to the group as a whole.

The totals also represents the remuneration and pension contributions to defined contribution schemes for highest paid director.

**8. Interest receivable and similar income**

	2017 £	2016 £
Interest receivable from group companies	-	4,975
	<u>-</u>	<u>4,975</u>

**9. Interest payable and similar charges**

	2017 £	2016 £
Bank interest payable	8,341	36,507
	<u>8,341</u>	<u>36,507</u>

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**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**10. Taxation**

	2017 £	2016 £
<b>Corporation tax</b>		
Current tax on profits/(losses) for the year	3,185	(206,955)
Adjustments in respect of previous periods	(18,687)	(200,864)
	<u>(15,502)</u>	<u>(407,819)</u>
<b>Total current tax</b>	<u>(15,502)</u>	<u>(407,819)</u>
<b>Deferred tax</b>		
Origination and reversal of timing differences	(157,836)	116,090
<b>Total deferred tax</b>	<u>(157,836)</u>	<u>116,090</u>
<b>Taxation on profit/(loss) on ordinary activities</b>	<u>(173,338)</u>	<u>(291,729)</u>

**Factors affecting tax charge for the year**

The tax assessed for the year is lower than (2016 - lower than) the standard rate of corporation tax in the UK of 19.50% (2016 - 20.00%). The differences are explained below:

	2017 £	2016 £
Profit/(loss) on ordinary activities before tax	<u>1,001,262</u>	<u>(2,975,564)</u>
Profit/(loss) on ordinary activities multiplied by standard rate of corporation tax in the UK of 19.50% (2016 - 20.00%)	192,709	(595,113)
<b>Effects of:</b>		
Expenses not deductible for tax purposes	112,040	106,018
Adjustments to tax charge in respect of prior periods	(18,687)	(165,008)
Movement in unrecognised deferred assets	(458,200)	357,577
Rate change	(35,200)	4,797
Deferred tax not recognised	34,000	-
<b>Total tax credit for the year</b>	<u>(173,338)</u>	<u>(291,729)</u>

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**Diesel (London) Limited**

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**Notes to the financial statements  
For the year ended 31 December 2017**

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**10. Taxation (continued)****Factors that may affect future tax charges**

The Finance (No.2) Act 2015 reduced the rate of Corporation Tax from 1 April 2017 to 19% and by a further 1% to 18% from 1 April 2020. In the 2016 Budget, it was announced that the rate of Corporation tax from 1 April 2020 will be reduced further to 17%, and this rate was substantively enacted in September 2016, prior to the balance sheet date. The deferred tax assets and liabilities reflect these rates.

**11. Tangible fixed assets**

	Short leasehold improvements £	Motor vehicles £	Fixtures & fittings £	Computers and electrical equipment £	Total £
<b>Cost or valuation</b>					
At 1 January 2017	8,260,565	9,850	10,348,051	2,347,082	20,965,548
Additions	3,405	-	167,934	88,102	259,441
Disposals	(223,369)	-	(768,327)	(15,380)	(1,007,076)
At 31 December 2017	8,040,601	9,850	9,747,658	2,419,804	20,217,913
<b>Depreciation</b>					
At 1 January 2017	3,898,211	9,850	8,853,385	1,990,935	14,752,381
Charge for the year on owned assets	797,945	-	687,512	204,930	1,690,387
Disposals	(202,169)	-	(764,304)	(14,868)	(981,341)
At 31 December 2017	4,493,987	9,850	8,776,593	2,180,997	15,461,427
<b>Net book value</b>					
At 31 December 2017	3,546,614	-	971,065	238,807	4,756,486
At 31 December 2016	4,362,354	-	1,494,666	356,147	6,213,167

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**Diesel (London) Limited**

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**Notes to the financial statements  
For the year ended 31 December 2017**

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**12. Stocks**

	2017 £	2016 £
Finished goods and goods for resale	3,818,872	6,254,326
	<u>3,818,872</u>	<u>6,254,326</u>

The amounts stated above are net of an inventory provision of £538,959 (2016: £614,756).

The difference between purchase price or production cost of stocks and their replacement cost is not material.

**13. Debtors**

	2017 £	2016 £
<b>Due after more than one year</b>		
Other debtors	289,194	291,178
	<u>289,194</u>	<u>291,178</u>
<b>Due within one year</b>		
Trade debtors	4,298,825	4,333,770
Amounts owed by group undertakings	1,465,734	924,505
Amounts owed by joint ventures and associated undertakings	3,677,943	-
Prepayments and accrued income	946,985	1,984,763
Deferred taxation	157,836	-
	<u>10,547,323</u>	<u>7,243,038</u>

Amounts due to group undertakings are repayable on demand and interest free

**14. Cash and cash equivalents**

	2017 £	2016 £
Cash at bank and in hand	1,429,904	1,345,042
	<u>1,429,904</u>	<u>1,345,042</u>

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**Notes to the financial statements  
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**15. Creditors: Amounts falling due within one year**

	2017 £	2016 £
Trade creditors	929,442	2,546,629
Amounts owed to group undertakings	5,384,028	6,266,210
Amounts owed to Gold Rush SA	-	139,073
Corporation tax	3,185	-
Other taxation and social security	1,793,297	1,386,818
Other creditors	166,732	225,412
Accruals and deferred income	1,419,515	1,115,518
	<u>9,696,199</u>	<u>11,679,660</u>

Amounts due by group undertakings are repayable on demand and interest free

**16. Financial instruments**

	2017 £	2016 £
<b>Financial assets</b>		
Financial assets that are debt instruments measured at amortised cost	9,731,696	5,549,453
	<u>9,731,696</u>	<u>5,549,453</u>
<b>Financial liabilities</b>		
Financial liabilities measured at amortised cost	(7,899,717)	(10,292,842)
	<u>(7,899,717)</u>	<u>(10,292,842)</u>

Financial assets that are measured at cost comprise trade receivables repayable within 12 months of £4.3M; IC trade receivables repayable within 12 months of £1.5M and other debtors of £0.3M.

Financial liabilities that are equity instruments measured at cost less impairment comprise amounts owed to OTB, the treasury company of OTB Group of £5.4M, trade payables repayable within 12 months of £0.9M, accruals and deferred income of £1.4M and other creditors of £0.2M.

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**Diesel (London) Limited**

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**Notes to the financial statements**  
**For the year ended 31 December 2017**

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**17. Provisions**

	Dilapidation's £	Onerous lease £	Total £
At 1 January 2017	168,337	1,385,064	1,553,401
Utilised/charged to profit or loss	(11,047)	314,936	303,889
<b>At 31 December 2017</b>	<b>157,290</b>	<b>1,700,000</b>	<b>1,857,290</b>

The dilapidations provision represents the directors' estimate of amounts potentially due in respect of dilapidations to leased properties occupied by the company. The provision is expected to be utilised in line with expiration of the applicable operating leases.

The provision for onerous contracts, relating to the Nottingham, Manchester, Kildare, Birmingham and Glasgow stores, is recognised when the expected benefits to be derived by the Company from contracts are lower than the unavoidable costs of meeting its obligations under the contracts. This provision is discounted to present value.

**18. Deferred taxation**

	2017 £	2016 £
At beginning of year	-	116,090
Charged to profit or loss	157,836	(324,145)
Utilised in year	-	208,055
<b>At end of year</b>	<b>157,836</b>	<b>-</b>

The deferred tax asset is made up as follows:

	2017 £	2016 £
Qualifying for capital allowances	157,836	-
	<b>157,836</b>	<b>-</b>

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**Diesel (London) Limited**

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**Notes to the financial statements  
For the year ended 31 December 2017**

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**19. Share capital**

	2017 £	2016 £
<b>Authorised, allotted, called up and fully paid</b>		
700,000 Ordinary shares of £1 each	<u>700,000</u>	<u>700,000</u>

**20. Contingent liabilities**

The company has created rent deposit deeds for £289,194 (2016 - £361,569) to secure all monies due to the landlord in respect of two of its stores (2016 – four).

**21. Pension commitments**

The company operates a defined contribution pension scheme for the benefit of the employees. The assets of the scheme are administered by trustees in a fund independent from the company.

**22. Commitments under operating leases**

At 31 December 2017 the Company had future minimum lease payments under non-cancellable operating leases as follows:

	2017 £	2016 £
Not later than 1 year	5,904,265	5,804,413
Later than 1 year and not later than 5 years	18,730,530	20,160,353
Later than 5 years	11,696,872	15,273,035
	<u>36,331,667</u>	<u>41,237,801</u>

**23. Related party transactions**

During the year, rent of £770,000 (2016 - £770,000) was paid to RED CIRCLE SRL, a company related to the ultimate parent undertaking through a beneficial shareholder in respect of property occupied by the UK operations.

**24. Controlling party**

The company's immediate parent undertaking is Diesel SpA, a company incorporated in Italy.

OTB SpA is the ultimate parent undertaking an controlling party and is also the parent of the largest and smallest group of undertakings of which Diesel (London) Limited is a member and for which group financial statements are drawn up. Copies of these group financial statements are available from 36042 Breganze (VI) Italy - Via Dell'Industria, 2.