

Unaudited Financial Statements for the Year Ended 31 March 2020

for

Naked Ideas Ltd

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for the Year Ended 31 March 2020

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Naked Ideas Ltd

Company Information  
for the Year Ended 31 March 2020

**DIRECTORS:**

J Slater  
Mrs A Vanderputt

**SECRETARY:**

**REGISTERED OFFICE:**

84 Eccleston Square  
London  
SW1V 1PX

**REGISTERED NUMBER:**

04859554 (England and Wales)

**ACCOUNTANTS:**

Accounting by Design (UK) Limited  
302 Cirencester Bsness Park  
Love Lane  
Cirencester  
Gloucestershire  
GL7 1XD

Balance Sheet  
31 March 2020

	Notes	31.3.20 £	£	31.3.19 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		55,000		-
Tangible assets	5		<u>6,066</u>		<u>12,579</u>
			61,066		12,579
<b>CURRENT ASSETS</b>					
Debtors	6	99,794		84,659	
Cash at bank and in hand		<u>194,794</u>		<u>116,692</u>	
		294,588		201,351	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<u>165,063</u>		<u>108,787</u>	
<b>NET CURRENT ASSETS</b>			<u>129,525</u>		<u>92,564</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			190,591		105,143
<b>PROVISIONS FOR LIABILITIES</b>			<u>1,153</u>		<u>3,485</u>
<b>NET ASSETS</b>			<u>189,438</u>		<u>101,658</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			120		120
Retained earnings			<u>189,318</u>		<u>101,538</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>189,438</u>		<u>101,658</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2020 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 23 December 2020 and were signed on its behalf by:

J Slater - Director

Notes to the Financial Statements  
for the Year Ended 31 March 2020

1. **STATUTORY INFORMATION**

Naked Ideas Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. **ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Development costs are being amortised evenly over their estimated useful life of nil years.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 33% on cost, 20% on cost and in accordance with the property

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Hire purchase and leasing commitments**

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

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2020

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 7 (2019 - 10 ) .

4. **INTANGIBLE FIXED ASSETS**

	Other intangible assets £
<b>COST</b>	
Additions	55,000
At 31 March 2020	<u>55,000</u>
<b>NET BOOK VALUE</b>	
At 31 March 2020	<u>55,000</u>

5. **TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
At 1 April 2019 and 31 March 2020	<u>57,396</u>
<b>DEPRECIATION</b>	
At 1 April 2019	44,817
Charge for year	<u>6,513</u>
At 31 March 2020	<u>51,330</u>
<b>NET BOOK VALUE</b>	
At 31 March 2020	<u>6,066</u>
At 31 March 2019	<u>12,579</u>

6. **DEBTORS**

	31.3.20 £	31.3.19 £
Amounts falling due within one year:		
Trade debtors	65,524	42,188
Other debtors	<u>5,310</u>	<u>5,971</u>
	<u>70,834</u>	<u>48,159</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2020

6. **DEBTORS - continued**

	31.3.20	31.3.19
	£	£
Amounts falling due after more than one year:		
Other debtors	<u>28,960</u>	<u>36,500</u>
Aggregate amounts	<u>99,794</u>	<u>84,659</u>

7. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.20	31.3.19
	£	£
Trade creditors	16,640	26,303
Taxation and social security	51,290	58,494
Other creditors	<u>97,133</u>	<u>23,990</u>
	<u>165,063</u>	<u>108,787</u>



This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.