

Company registration number: 07634955

**Lucy Choi London Limited
Filleled Annual Report and Unaudited Financial Statements
for the Year Ended 30 August 2019**

LUCY CHOI LONDON LIMITED

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LUCY CHOI LONDON LIMITED

(Registration number: 07634955)
Balance Sheet as at 30 August 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	<u>5</u>	35,608	46,565
Current assets			
Stocks	<u>6</u>	57,093	111,506
Debtors	<u>7</u>	24,793	16,686
Cash at bank and in hand		<u>8,102</u>	<u>29,000</u>
		89,988	157,192
Creditors: Amounts falling due within one year	<u>8</u>	<u>(589,671)</u>	<u>(435,359)</u>
Net current liabilities		<u>(499,683)</u>	<u>(278,167)</u>
Total assets less current liabilities		(464,075)	(231,602)
Creditors: Amounts falling due after more than one year	<u>8</u>	<u>(1,185,669)</u>	<u>(1,132,013)</u>
Net liabilities		<u>(1,649,744)</u>	<u>(1,363,615)</u>
Capital and reserves			
Called up share capital		191	181
Share premium reserve		365,043	253,253
Profit and loss account		<u>(2,014,978)</u>	<u>(1,617,049)</u>
Total equity		<u>(1,649,744)</u>	<u>(1,363,615)</u>

LUCY CHOI LONDON LIMITED

**(Registration number: 07634955)
Balance Sheet as at 30 August 2019**

For the financial year ending 30 August 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges her responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared and delivered in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006. The option not to file the profit and loss account and directors' report has been taken.

Approved and authorised by the director on 31 July 2020 .

L Y N Choi
Director

LUCY CHOI LONDON LIMITED

Notes to the Unaudited Financial Statements for the Year Ended 30 August 2019

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:
18 Connaught Street
London
W2 2AF

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

These financial statements are presented in Sterling (£).

Going concern

The company has generated losses during the year and has net liabilities at the balance sheet date. The company is reliant upon the support of loans from owners holding a participating interest and other third parties. The director has received assurances that these loans will not need to be repaid within the coming year. The company has also undertaken a fund raising exercise as detailed in note 12 of the accounts. The director therefore considers it appropriate to prepare the financial statements on the going concern basis.

Turnover recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of shoes. Turnover is shown net of value added tax, returns and discounts, less a provision for future gift voucher use. The company recognises revenue when shoes are sold.

Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into the respective functional currency of the entity at the rates prevailing on the reporting period date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rate on the date when the fair value is re-measured.

Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated.

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Notes to the Unaudited Financial Statements for the Year Ended 30 August 2019

Tangible assets

Tangible assets are stated at cost less accumulated depreciation.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation of tangible assets

Depreciation is charged so as to write off the cost of assets over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Short leasehold property	10% straight line
Furniture, fittings and equipment	20% straight line & 20% reducing balance

Intangible assets

Separately acquired trademarks are shown at historical cost.

Trademarks have a finite useful life and are carried at cost less accumulated amortisation.

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Trademarks	20% straight line

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Debtors

Trade debtors are amounts due from customers for goods sold in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the debtor.

Stocks

Stocks consist of finished pairs of shoes and are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

LUCY CHOI LONDON LIMITED

Notes to the Unaudited Financial Statements for the Year Ended 30 August 2019

Creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Assets held under hire purchase agreements are capitalised as tangible fixed assets with the future obligation being recognised as a liability. Finance costs are recognised in the Profit and Loss Account calculated at a constant periodic rate of interest over the term of the liability.

Leases

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Defined contribution pension obligation

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 payments obligations.

The contributions are recognised as an expense in the profit and loss account 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.

LUCY CHOI LONDON LIMITED

Notes to the Unaudited Financial Statements for the Year Ended 30 August 2019

3 Staff numbers

The average number of persons employed by the company (including the director) during the year was 6 (2018 - 6).

4 Intangible assets

	Trademarks £	Total £
Cost or valuation		
At 31 August 2018	11,398	11,398
At 30 August 2019	11,398	11,398
Amortisation		
At 31 August 2018	11,398	11,398
At 30 August 2019	11,398	11,398
Carrying amount		
At 30 August 2019	-	-

5 Tangible assets

	Short leasehold property £	Furniture, fittings and equipment £	Total £
Cost or valuation			
At 31 August 2018	34,083	93,804	127,887
At 30 August 2019	34,083	93,804	127,887
Depreciation			
At 31 August 2018	12,246	69,076	81,322
Charge for the year	3,408	7,549	10,957
At 30 August 2019	15,654	76,625	92,279
Carrying amount			
At 30 August 2019	18,429	17,179	35,608
At 30 August 2018	21,837	24,728	46,565

LUCY CHOI LONDON LIMITED

Notes to the Unaudited Financial Statements for the Year Ended 30 August 2019

6 Stocks

	2019 £	2018 £
Other stocks	57,093	111,506

7 Debtors

	2019 £	2018 £
Trade debtors	4,782	936
Other debtors	20,011	15,750
Total current trade and other debtors	24,793	16,686

8 Creditors

	Note	2019 £	2018 £
Due within one year			
Loans and borrowings	9	25,600	84
Trade creditors		545,685	388,548
Taxation and social security		13,595	22,708
Other creditors		4,791	24,019
		589,671	435,359
Due after one year			
Loans and borrowings	9	1,185,669	1,132,013

9 Loans and borrowings

	2019 £	2018 £
Current loans and borrowings		
Bank overdrafts	-	84
Other borrowings	25,600	-
	25,600	84
Non-current loans and borrowings		
Other borrowings	1,185,669	1,132,013

LUCY CHOI LONDON LIMITED

Notes to the Unaudited Financial Statements for the Year Ended 30 August 2019

10 Reserves reconciliation

	Share premium £
At 31 August 2018	253,253
Movement in year :	
New share capital subscribed	<u>111,790</u>
At 30 August 2019	<u>365,043</u>
	Share premium £
At 1 September 2017	<u>253,253</u>
At 30 August 2018	<u>253,253</u>

11 Financial commitments, guarantees and contingencies

Amounts not provided for in the balance sheet

The total amount of financial commitments not included in the balance sheet is £189,000 (2018 - £220,500). This relates to non-cancellable operating leases over the business premises. The amount payable in less than one year is £31,500 (2018 - £31,500), within one to five years £126,000 (2018 - £126,000) with the remainder of the lease, £31,500 (2018 - £63,000), payable in more than five years.

12 Non adjusting events after the financial period

During the period from 1 September 2019 to 29 February 2020 the company has raised further funds by the issue of 17,468 ordinary £0.001 shares for a total of £188,200. The company has also recently undertaken a crowd funding exercise where it raised an additional £182,760.

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.