

## **PRESS RELEASE**

### **FROM KITCHEN TABLE TO £1M BUSINESS**

A Yorkshire entrepreneur has grown her card business from the kitchen table to a £1m turnover business in under two years.

A combination of hard work and a wicked sense of humour has seen Love Layla Designs attract an international customer base and interest from some of the UK's largest card retailers.

Stacey Dennis set up her card business when she was made redundant. She took the opportunity to start a business making birthday and anniversary cards. The company is now set to turnover £1m this year and has over 500 designs.

Commenting on her success Stacey Dennis said: "I named the business after my daughter, who will be three in December. We launched in February 2015, when we had £30 left in the bank account. I was determined to build a business that could secure her future. As a designer, I knew I had the tools to start a card business, but I didn't anticipate how far we would go and in just two years.

"My husband Jay warned me that the business was a waste of time and we wouldn't make a penny. He now works full-time in the company and is my partner. We now offer over 500 designs and provide a range of cards, along with calendars and wine labels. We must be doing something right because we've already had interest from a Dragon's Den investor and high street card business."

Stacey launched her business making cards for the gay community. It grew to include cards for every occasion but with a sense of humour that is firmly tongue in cheek.

This season's cards include a greeting 'Here's a present you might like...because I absolutely didn't when I was given it last year' or "When I think of you, I touch my 'Elf'.

Stacey said: "It seems our designs have struck a chord and as a small business we can be a bit braver to offer people something different."



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The company has relied on social media to grow an audience and drive sales. It now has over 470,000 followers on Facebook and sells directly to the consumer through its website and eBay.

The company's growth has been supported by accountants and business advisers, Hentons.

Pav Bagri, a partner at Hentons, said: "Love Layla Designs is a real entrepreneurial success story, where a great idea and hard work can build a great business. We work in close partnership with Stacey and Jay to ensure the business continues to grow profitably."

Based in Castleford, the business now employs seven people and has recently opened its first franchise in Australia.

To view the designs visit [www.lovelayladesigns.co.uk](http://www.lovelayladesigns.co.uk) or [www.facebook.com/lovelayladesigns](https://www.facebook.com/lovelayladesigns)

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