

The Sweet Taste of Success



FORMER BRENTWOOD CANDY STORE OWNER LAUNCHES JEWELRY BUSINESS

Do you ever wonder what happened to the candy store at the Brentwood Country Mart or the lady who owned it for over seven years?

Well, life is still sweet for Marcia Miller, the former owner of I Love Candy, who has spent the last two years building up a wholesale jewelry business called I Love Bracelets. Since starting, she has sold over 700,000 bracelets in over 5,500 retail stores.

"I loved owning the store in Brentwood," she says. "The people were so nice and happy! Who wouldn't be happy in a candy store?" Owning a candy store taught her valuable lessons about peoples' shopping habits. When she tried selling bracelets to her customers, she realized she was on to something.

"They would buy two or three at a time, and then come back for more," she says. "Pretty soon I was selling more bracelets than candy. This is when I realized that I had a hot product that would work in other stores like mine."

Miller launched a new division of her company called Bracelet Club, which allows women to buy

jewelry at wholesale prices. She wrote a training manual teaching her customers how to sell jewelry at home parties. "Women love to shop, and shopping together is the best," says Miller. "What better way to make money than having a party with fantastic women, shopping and dressing up in beautiful, affordable jewelry. Candy or jewelry, it's all about creating smiles."

NEW SHOWROOM GRAND OPENING

The new Bracelet Club Showroom, normally closed to the general public, will be open to visitors until the end of the year. Located at 1940 14th St., Santa Monica, CA 90404. Tel: 310-399-3445

