



WORK
FROM HOME



FUN
WORKING



DREAM
HOME

Realize Your Best

with
*park*lane*[®]
JEWELRY | SINCE 1955

www.parklanejewellery.com.au



FREE
Jewellery



FAMILY
TIME



FREE
VACATIONS

The LeVins

EST. 1955

Shirley



Scott



Mark



Arthur III



For Over 59 years

Park Lane has been empowering men and women alike, to realize their potential and reach for their dreams.

In 1955, the company's co-founders, Arthur and Shirley LeVin, started their business based on the philosophy of sharing and caring. Today, the second generation of LeVins, inspired by the values and success of the first five decades, has taken the company to greater heights with the same sense of commitment, pride, passion, and heart.

Over the last five decades, thousands of people have experienced success and achieved financial independence by building their own home-based business within the framework of the Park Lane opportunity.

Recognized and respected as the world's leading jewellery direct sales in-home marketing company, Park Lane is proud to offer the finest quality fashion jewellery, generous profits, and extraordinary programs and incentives.

Mission Statement

Park Lane's mission is to provide a flexible, home-based business opportunity whereby any person can enhance their lifestyle and achieve financial independence.

Company Commitment

To strive for excellence in jewellery design and quality, to present generous customer and hostess award programs, and to offer our representatives the most lucrative and rewarding profit/incentive plan in the direct sales industry.

Company Philosophy

"By helping other people to achieve their dreams, the goals you have set for yourself will become a reality."



Why Join PARK LANE?

JEAN LUNT



I have been in direct sales and network marketing for 25 years. I have learned what works and what doesn't work. When I was approached by my dear friend, Arlene Goldwater-Whyte with Park Lane, I began to dig and made it my business to learn about Park Lane and the owners of the company. I then knew it was a company that shared the same ethics, honesty & integrity that I value most. Once I learned the incredible programs offered to customers, hostesses & Directors, I've never looked back. Working with the incredible team members & friends we have is a bright 'light' in our lives.

SUE MRUZ

Just \$200 extra income a week; that's all I was looking for when I started Park Lane eight years ago. When I saw how quickly THAT happened, I realized it was time to establish some new goals. With Park Lane, there is no limit to what one can accomplish. Enjoying financial security is a great feeling, but the freedom to spend more time with family and my grandchildren is priceless.



JULYN PANICOLA



As a single parent, I've created a financially-secure lifestyle for myself and my sons, and have witnessed countless other women do the same. I enjoy the flexibility of being in business for myself and the support and perks from Park Lane are non-stop! Oh, and I am now, a true "jewellery person"!

TERRI SAWYER

I consider Park Lane to be my chosen family and they have earned my trust time and time again by proving with their actions that they are a company with integrity. They have helped me develop into the person that I am today the personal growth that I have experienced is simply priceless. I'm just like everyone else. A girl with a dream and the only difference is I would not give up on mine.



REBEL WHALE



Being a single Mum to three teenagers, life can be busy... very busy... Last year, the thought of ever achieving a work/life balance was almost laughable! I really had become too busy making a LIVING, that I was forgetting to make a LIFE.... And then I found Park Lane Jewellery, and everything became crystal clear and I was given the opportunity to build the life that I really wanted! I now have the chance to spend irreplaceable time making memories with my children whilst still earning an income... I am growing both personally and professionally on a daily basis... I am able to motivate and inspire like-minded women to follow their dreams, and help them change their lives for the better... and being part of a team that encourages recognition, teamwork and a whole lot of FUN!!

Our Product

Designed and created with superior craftsmanship and artistry.
Versatile, and offers wardrobe enhancement and expansion.

Unconditionally guaranteed.

Updated monthly with new jewellery editions.

Upscale, fashionable, trend-conscious and reasonably-priced.

Designed to coordinate with every wardrobe: casual, contemporary, classic,
career, sportswear, after-five, and special occasion attire.

Quality, fine fashion jewellery



with superb value

Bonus Item Plan

A customer can qualify for up to THREE \$17.00 bonus items!

Our unique Bonus Item feature sets Park Lane apart from other jewellery retailers.

Customers are elated when they can obtain exclusive upscale
designer items for as little as \$17.00!

CHOOSE ANY ONE ADDITIONAL ITEM
EQUAL TO YOUR ORDER TOTAL FOR:

\$17

Over 200

ITEMS IN OUR COLLECTION ARE PRICED UNDER

\$50

Our Program

A park lane accessorizing show held in the home or at the office...



- brings friends and co-workers together.
- is fun, informative, and exciting.
- offers personalized attention & accessorizing ideas.
- creates a relaxed, social shopping atmosphere.
- offers tremendous free credit, gifts, exciting specials, and discounts to your hostess!

Marketing Methods are unlimited!

- In-home shows
- Personal appointments (one on one)
- Office Shopping
- On-line shopping
- Catalog sales
- Fundraisers
- Club/organization programs
- Expos, bridal/career fairs & trade show
- "Accessorizing Idea" shows and seminars



Five Star HOSTESS PLAN

Park Lane Hostesses receive AMAZING DISCOUNTS AND INCENTIVES



Hostesses may choose an item from our Thank You Gift Collection for only \$17! (Items valued as high as \$99.)

Hostesses receive \$20 shopping credit for each customer order placed. With ten or more orders, the Star 2 hostess credit **DOUBLES** from \$20 to \$40 per order!



Hostesses may select up to 4 regular line items at 1/2 price!

Hostesses may choose up to four items from our exclusive Hostess Only Collection at special prices as much as 70% off!



Hostesses who obtain 3 bookings (held within 30 days) may select an extra \$200 jewellery supplement for only a \$22 fee! Plus, choose a **FREE** item (valued up to \$100) from our 3 Booking Gift Collection. (Ask your Director for details.)

Fashion Director PROGRAM

Overview

- Your primary role will be to show jewellery samples and take orders.
- You may obtain orders at shows and individually (one-on-one).
- You may submit orders by mail, fax and on-line (myparklane.com)
- You can receive weekly profit checks. (weekly direct deposits)
- Most Directors set an initial goal of conducting 2-3 personal shows per week; however, you set your own schedule.



Popular Highlights of Park Lane's Style of Business

no INVENTORY INVESTMENT
no STOCKING OF PRODUCT

no PACKING OR DELIVERING
no SORTING OR COLLECTING

The Sky's
the Limit
It's up
to you

Branch Directors EARN EVEN MORE

Park Lane's program allows you to create greater profits as you build your business. Refer to the Advancement section in the Guide to Success to find out more information on advancing and giving yourself a pay raise!

Creating Profit

IN YOUR BUSINESS

As your jewellery sample kit is valued at \$1000 in retail jewellery selections, you will be able to start your business from the time you first receive your kit. Fashion Directors earn "profits" on the jewellery orders they submit to Park Lane on a weekly basis.

Retail	30% Profit
\$400/show	\$120
\$500/show	\$150
\$600/show	\$180
\$700/show	\$210
\$800/show	\$240
\$900/show	\$270
\$1000/show	\$300

Sample Kit PROGRAM

Lets Get Started

your initial sample kit is valued at **\$1000**

1

Submit \$43.00 registration / kit shipping fee. (You will be issued a supply packet)

2

Schedule your introductory show. Date five or more advance shows within your start-up weeks. (You will receive assistance securing these bookings at your Introductory Show.)

3

Attend an initial training class. (Your jewellery sample kit will be issued at the class.)

More Jewellery

- You may opt to purchase a larger sample kit.
- Use the hostess credit you earn at your Introductory Show to select additional FREE Jewellery for your kit.
- Qualify for more jewellery, catalogs and designer outfits through the "Rich Rewards Club" contest.
- Through Park Lane's "Rich Rewards Club" contest, you can earn the ensemble of the month for free!

Free samples
and designer
outfits

Earn
free
jewellery
every month



Dollars & Sense

Be Your Own Boss As a Park Lane Director



Earn full-time Profits In part-time Hours

POTENTIAL Profit Example

IN TWO WEEKS

CONDUCT 6 SHOWS AVERAGING \$500 SALES EACH... \$3,000 PERSONAL SALES

Value of a standard kit	\$1,000 jewellery value
Average hostess credit from your introduction show (10 average orders)	\$400 jewellery value
Three Booking Shopping Spree you may redeem on your first 3 bookings	\$200 jewellery value
Three Booking Shopping Spree you may redeem on your next 3 bookings	\$200 jewellery value
2 - "Three Booking Gift" items (approximate value)	\$200 jewellery value
"Rich Rewards Club" qualification award (approximate value)	\$500 jewellery value
Earn next month's new ensemble FREE! (approximate value)	\$235 jewellery value
Your commission (approximate earnings)	\$900 PROFIT

Total Profit & Value

TRY IT! WHAT HAVE YOU GOT TO LOSE?
JOIN PARK LANE TODAY!

\$3,635

Window of Opportunity

A Business of Your Own Built on Flexibility

- Work the hours of your choice
- Control your schedule and your income
- Experience financial independence
- The power for promotion is in your hands
- Increase your personal effectiveness, communication skills, and confidence level
- Enjoy recognition, appreciation, and awards
- Affiliate with people who are uplifting, positive, motivated, and supportive
- Enjoy more personal and family time
- Job security. No layoffs!
- Unlimited income

As it has been for thousands of people, Park Lane can be a life-changing experience



NO EXPERIENCE NECESSARY

WE'LL TEACH YOU EVERYTHING

RECEIVE ONGOING SUPPORT



Park Lane is Easy

Park Lane is Fun

Park Lane is Job Security

Recognition & Awards

Opportunity To Earn

FREE TRAVELS



FREE Jewellery



FREE DESIGNER OUTFITS



FREE DIAMONDS & GEMS



You control your own schedule and build personal confidence as Park Lane showers you with rewards and recognition.

Have It All WITH PARK LANE

Park Lane is a Dream Opportunity



How would you describe your “dream job”? More time with your family? A fabulous income? More control of your life? Free jewellery, recognition, awards and extraordinary trip destinations? Loving what you do and having fun at the same time? All these and more are yours as a Park Lane Director.

Your Park Lane opportunity can be a fun part-time job, with full-time profits, or a full time career with a big-time income. Since 1955, the Park Lane family has been helping other families make their dreams become a reality.



YOUR PARK LANE DIRECTOR



Let Park Lane MAKE A DIFFERENCE IN YOUR LIFE



Supply #2023

