

Finding common ground in Silsden



Julie Brooke of Serenity lends a helping hand to Cappellucci

Rockna Jarvis and Silvia Henderson had been friends for around 10 years when they went on a jewellery making course together. They enjoyed it so much that they decided to see if anyone else would like their jewellery, and started doing parties in peoples homes and running charity fundraising stalls at Airedale hospital. The reaction to their beautiful, handmade jewellery was so positive that the friends felt confident enough to launch the business officially and started trading in April 2009 calling themselves "Cappellucci", a combination of both their Italian maiden

names.

Dreaming of their own shop, they continued with the stalls and parties (as well as their full-time jobs!) and at one such event, Fate stepped in with a helping hand. The two friends were putting on a brave face in the pouring rain of a freezing December day manning their stall at Silsden Christmas market, when a local trader took pity on them and let them come in and use her facilities to warm up. The trader was Julie Brooke, owner of Serenity, the Beauty Therapy business in Briggate that opened in Silsden just the

previous March. Julie had received help from the Bradford Kickstart team and wanted to be able to help someone else in the same position. The ladies chatted and before long Julie offered them the ground floor of her premises as a shop.

Rockna and Silvia were delighted! They knew that they would not be able to give up their jobs, but worked over 4 days so that they could open their shop on Fridays and Saturdays, with Julie helping customers the rest of the time. They took the plunge and opened at the end of January 2010.

A chance meeting with Candy Squire-Watt, the Bizfizz Coach for Bradford rural district followed, and this coaching is now helping the friends look at financial management and moving their business forward; Rockna and Silvia are now well on the way to realising their dream.

Cappellucci, 11 Briggate, Silsden. If you would like some support in setting up a business Candy can be contacted on : 07507 889391 candy.squire-watt@bizfizz.org.uk.

Cappellucci jewellery



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