

Company registration number: 664320

Pure Fashions Ltd

Unaudited abridged financial statements

for the financial year ended 30 June 2025

Pure Fashions Ltd

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Director's responsibilities statement

These abridged financial statements have been extracted, pursuant to section 353 of the Companies Act 2014, from the statutory financial statements prepared under section 290 of that Act. The following is the Director's Responsibilities Statement accompanying those financial statements.

The director is responsible for preparing the director's report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the director to prepare financial statements for each financial year. Under the law, the director has elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland. In applying FRS 102, the director has opted to avail of the disclosure exemptions as set out in Section 1A of FRS 102. The director has done so on the basis that the company qualifies as a small company in accordance with Section 280A of the Companies Act 2014 and therefore entitled to prepare the financial statements in accordance with the small companies regime. Under company law, the director must not approve the financial statements unless she is satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the director is required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent; and
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards.

The director is responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable her to ensure that the financial statements and director's report comply with the Companies Act 2014. She is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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**Balance sheet
As at 30 June 2025**

	Note	2025 €	€	2024 €	€
Current assets					
Stocks	6	56,750		44,000	
Cash at bank and in hand		469		211	
		57,219		44,211	
Creditors: amounts falling due within one year					
	7	(144,076)		(107,081)	
Net current liabilities			(86,857)		(62,870)
Total assets less current liabilities			(86,857)		(62,870)
Net liabilities			(86,857)		(62,870)
Capital and reserves					
Called up share capital presented as equity			100		100
Profit and loss account			(86,957)		(62,970)
Total Equity			(86,857)		(62,870)

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 Financial Reporting Standard applicable in the UK and Republic of Ireland'.

I, as director of Pure Fashions Ltd state that:

- the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014;
- the company is availing itself of the exemption on the grounds that the conditions specified in section 358 of the Companies Act 2014 are satisfied;
- the shareholder of the company have not served a notice on the company under section 334(1) of the Companies Act 2014 in accordance with section 334(2);
- I acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare financial statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a financial year and to otherwise comply with the provisions of Companies Act 2014 relating to financial statements so far as they are applicable to the company; and
- the company has relied on the specified exemption contained in section 352 of the Companies Act 2014; has done so on the grounds that the company is entitled to the benefit of that exemption as a small company and the abridged financial statements have been properly prepared in accordance with section 353 of the Companies Act 2014.

The notes on pages 4 to 6 form part of these abridged financial statements.

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Balance sheet (continued)
As at 30 June 2025

These abridged financial statements were approved by the director of the company on 25 February 2025 and signed by:

Danielle Duddy
Director

The notes on pages 4 to 6 form part of these abridged financial statements.

Pure Fashions Ltd

Notes to the abridged financial statements Financial year ended 30 June 2025

1. General information

The company is a private company limited by shares, registered in Ireland, registration number 664320. The address of the registered office is Pure Fashions Ltd, Canal Road, Letterkenny, Co. Donegal. The principal activity of the company is the retail of clothing.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. In applying FRS 102, the director has opted to avail of the disclosure exemptions as set out in Section 1A of FRS 102. The director has done so on the basis that the company qualifies as a small company in accordance with Section 280A of the Companies Act 2014 and therefore is entitled to prepare financial statements in accordance with the small companies regime.

3. Accounting policies and measurement bases

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in Euro, which is the functional currency of the entity.

Going concern

After reviewing the company's financial statements and other books and records, the director has a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. The company therefore continues to adopt the going concern basis in preparing its financial statements.

Turnover

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

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Notes to the abridged financial statements (continued)
Financial year ended 30 June 2025

4. Staff costs

The average number of persons employed by the company during the financial year, including the directors was 8 (2024: 6).

The aggregate payroll costs incurred during the financial year were:

	2025	2024
	€	€
Wages and salaries	49,327	64,825
Social insurance costs	4,434	5,719
	<u>53,761</u>	<u>70,544</u>

5. Appropriations of profit and loss account

	2025	2024
	€	€
At the start of the financial year	(62,970)	(28,328)
Loss for the financial year	(23,987)	(34,642)
At the end of the financial year	<u>(86,957)</u>	<u>(62,970)</u>

6. Stocks

	2025	2024
	€	€
Stock	<u>56,750</u>	<u>44,000</u>

7. Creditors: amounts falling due within one year

	2025	2024
	€	€
Amounts owed to credit institutions	21	529
Trade creditors	76,966	55,835
Other creditors including tax and social insurance	67,089	49,437
Accruals	-	1,280
	<u>144,076</u>	<u>107,081</u>

8. Related party transactions

The director, Danielle Duddy has provided an interest free loan to the company. The balance on this loan at the 30 June 2025 was €15,750 cr. This amount is included in "Creditors: Amounts falling due within one year" in the balance sheet.

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Notes to the abridged financial statements (continued)
Financial year ended 30 June 2025

9. Controlling party

The company is controlled by Danielle Duddy.

10. Approval of financial statements

The board of directors approved these abridged financial statements for issue on 25 February 2025.