

## **Accessories Retailer Bijoux Turner Receives Coveted 2009 Franchise Leadership & Development Award**

*By Bijoux Turner*

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### *Bijoux Turner Receives Coveted 2009 Franchise Leadership & Development Award for New Franchise Program*

Bijoux Turner, the Miami-based international accessories retailer that pioneered the one-price platform for high-quality fashion accessories, was awarded the prestigious 2009 Star Award in the Telephone Category, recognizing excellence in lead generation, recruitment and industry-wide best practices in the franchise industry.

The announcement was made at the 2009 Franchise Leadership and Development Conference's 11th Annual Star Awards Banquet in Chicago. The award places Bijoux Turner in the nation's top three among a group of more than 200 franchise brands and concepts, and acknowledges the accessories giant for its efficiency and responsiveness to potential leads and franchisees.

"Excellent customer service is a foundation of Bijoux Turner's continued success and is carefully integrated into our new franchise sales program," said Gabriel Bottazzi, CEO of Bijoux Turner. "We are honored that our winning practices have been recognized in our first year as part of the franchise industry, and we are proud to share our passion for quality fashion, relentless attention to detail, and outstanding value."

In developing Bijoux Turner's franchise program, Bottazzi engaged leading franchise consultants to establish a platform that ensured strong investment returns for franchisees, efficient operational procedures and critical fee structures while catering to consumer needs. The new franchise offering also gives entrepreneurs access to the company's quality products distribution network and "Luxury at \$10" core business concept.

"Our Luxury at \$10 pricing concept, combined with an easy-to-implement business model, will appeal to entrepreneurs looking to start their own business with minimum effort – especially in this recessionary economy where consumers are seeking more-bang-for-their-buck at every shopping opportunity," said Bottazzi.

Produced by the Franchise Update Media Group, the 2009 Franchise Leadership & Development Conference remains the leading event for franchise sales and development professionals in the United States.

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**About Bijoux Turner:**

Established in 1974, Miami-based Bijoux Turner designs, sources and sells women's and men's high-quality fashion accessories in more than 550 luxurious boutiques in over 60 countries. Inspired by high-end fashion trends from around the world, the company's elegant and sophisticated collections consist of 30,000 different products in 50 different categories of ever-changing accessories and gifts. In 1997, Bijoux Turner launched its current business model to offer all items in the store at one price. From jewelry to pashminas and more, the chic and trendy accessories are all available at \$10 in the US and €12 in Europe. In 2009, the Company announced its franchise concept with store options designed to adapt to space availability and state-of-the-art inventory management. For additional information about Bijoux Turner and franchise opportunities, please visit [www.BijouxTurner.com](http://www.BijouxTurner.com).

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