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**Beading for Fun and Profit: Bracelet Beading Birthday Parties**

**By Rena Klingenberg**

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by: **Rena Klingenberg**

A birthday bracelet beading party for girls age 5 and up is guaranteed to be a big hit. Most girls are thrilled with the opportunity to make jewelry, and parents appreciate that you're providing both the party favors (the bracelets the girls make to take home) and the party activity (making the bracelets).

I discovered this profitable home beading party niche by accident a few years ago when I was asked if I could do a jewelry make-and-take craft at a 9-year-old girl's birthday party. The girl's mom and I decided on gemstone bead bracelets because necklaces would be too expensive, and not everyone has pierced ears for earrings.

So I came to the birthday party with my bead boxes, bead boards for everyone, a tape measure, accuflex beading wire, little sterling silver toggle clasps, velvet pouches for everyone, and a couple of example bracelets.

I couldn't believe what a huge hit it was! The girls absolutely devoured the project and were thrilled to have real pearls and gemstones on their bracelets.

Now I get calls regularly asking me to come do a bracelet birthday bead party for another girl, and every time I do one, more parties get scheduled from it because the girls enjoy it so much.

Bracelet birthday parties are very easy to do, and they can also earn you a nice profit. I charge \$15 per girl for parties of 9 or fewer girls, and \$14 per girl for parties of 10 or more. I include a small velvet pouch for each girl to store her bracelet in.

I bring bead boxes that are organized by bead color – and as you might guess, pink and purple are DEFINITELY the most popular beads every time! Fortunately, rose quartz is very inexpensive! :o) Blue beads are the next most popular color. My birthday party beads all cost me \$6 or less per 16" strand, and my average profit is around \$10 to \$12 per girl.

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It usually takes me about an hour to get things ready to go to the birthday beading party, drive there, and set up; about another hour to do the bracelet activity with the girls; and another hour to put everything away, chat, eat a piece of birthday cake, give out bracelet birthday party flyers and business cards, and then drive home. So for 3 hours total, I usually net anywhere from \$70 to \$200 and have a lot of fun with the girls.

Birthday party activities are a very hot market niche, I've discovered, and I recommend trying it out if it sounds at all interesting to you. For successful birthday bracelet beading parties, the keys are to: enjoy kids, have a sense of fun, bring a lot of pink and purple beads (along with other colors), and wear comfortable clothes because you'll be sitting on the floor.

While I'm helping the girls make their bracelets at the party, they always want to know how I got into making jewelry. So I tell them about how doing something I love turned me into an entrepreneur, that I

build my own websites, and that I invent my own job for myself every day by following opportunities that come up and thinking creatively about things. I can tell they're inspired by that, and I'm glad to plant seeds for future entrepreneurs!

To reach the bracelet beading party niche, I recommend making a nice flyer with a few enticing bracelet photos, a photo of a selection of beads, a brief party description, and your contact info.

Include a flyer for each birthday party guest to take home (most of the girls who are guests at one of my birthday beading parties want to have their own parties). Also inquire at your local elementary schools about including one of your flyers in students' weekly take-home folders. Many schools are happy to do this if you provide the flyer copies.

Other likely places to distribute birthday bracelet beading party flyers (with permission) include ballet / dance / gymnastics studios where girls take lessons; soccer / softball games; craft stores; and pottery painting stores.

Rena Klingenberg is a jewelry artist and the publisher of

, a collection of thousands of tips on marketing

handcrafted jewelry. She also publishes

, tips for trade show

success on a small budget.

## **Beads, Beading And Jewellery In Monique Lhuillier**

**By Jane Simpson**

## Beading for Fun and Profit: Bracelet Beading Birthday Parties

Designer Monique Lhuillier's name seems to be on every celebrity's mouth these days. She is touted to be the next Vera Wang as most A-list celebs have a dress by Lhuillier. Professionally designing dresses and gowns since 1996, Lhuillier was brought to the limelight when then pop princess Britney Spears commissioned her as wedding gown designer. Lhuillier crafted a wedding gown with beads, beading and jewellery to the delight of Spears. This was followed by stints with other Hollywood celebrities and the name Lhuillier shone brighter than ever in the fashion industry. This is not surprising as the craftsmanship of Lhuillier is obvious in the beads, beading and jewellery incorporated in her every design.

The craftsmanship of Lhuillier is also seen in the price tags her dresses carry which the average career woman cannot afford. Bridal gowns cost \$2,000 – \$10,000 while evening dresses are priced a little lower. For those who want the look of a Lhuillier gown or dress, there are several things you must remember: A-line, full skirt, soft and fabrics, and exquisite beads, beading and jewellery. Beads used in a Lhuillier design range from Swarovski crystals and pearls to glass beads and rhinestones. More expensive stones are used in more expensive dresses.

Other designers also uses the A-line cut, full skirts, and soft fabrics in their designs but only Lhuillier uses beads, beading and jewellery in embroidering accent pieces in her designs. Most designers go extremely modern with minimalist themes or avant-garde couture. Others go super romantic with an overload of laces, ruffles, and tons of cloth. But with her skill in using beads, Lhuillier combines modernity with sentimentality, producing designs that are elegant, modern, romantic, and wearable.

Beads, beading and jewellery in the designs of Lhuillier are used differently. Some designs use the beads as a component of the fabric itself. An example is the white dress peppered with black beads worn by model Natalia Gotsii in the recent Lhuillier's spring collection. Julia Dunstall also wore a similar dress in light pink and low-neck cut.

Accents are also made of beads in a Lhuillier designs. Rarely does the designer use a bow or fabrics as an accents in her dresses. Beads, beading and jewellery find themselves embroidered into belts, necklines, and straps. Brooches are also made of beads and jewellery. In her spring collection, there were several designs with beaded brooches: dresses worn by Heather Marks, Anja Rubik, Cameron Russell, and Hye Park are outstanding examples.

If you love beads, beading and jewellery, invest in a Lhuillier gown. The classic design and ornate embroidery makes it a good investment. Lhuillier's craftsmanship and skill in beads, beading and jewellery ensures that the dress will never fade in style history. After all, good taste is always fashionable.

For more valuable information on Beads, Beading and Jewelry, please visit

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